More than 100,000 registered users and growing
Who We Are

The mission of MyLifeLine.org Cancer Foundation is to empower cancer patients and caregivers to build an online support community to foster connection, inspiration and healing through free, personalized websites. These websites are a comprehensive communication tool used by patients and caregivers to build a community of support among their friends and family. Featuring a private blog for treatment and progress updates, members’ guests can leave comments of support and encouragement. MyLifeLine.org’s innovative tools also include a Helping Calendar where guests can sign up to volunteer for items such as meal preparation, rides to treatment and babysitting. Giving Angels is another tool that allows patients to raise money for their medical treatment and other vital needs. MyLifeLine.org is the only personal website service that consolidates all community communication needs in one place, while focusing 100 percent on cancer patients and their communities.

Research shows that increased social support during a cancer diagnosis can improve outcomes. This is why MyLifeLine.org focuses on helping people affected by cancer build strong support communities. Every day, we provide free, personal and private websites to patients and caregivers to help them easily connect with family and friends, because no one should face cancer alone.

Features and Usage of MyLifeLine.org Websites in 2013:

**UPDATES:**
20,671

**GUEST COMMENTS:**
77,741

**GUEST MESSAGES:**
13,011

**HELPING CALENDAR EVENTS:**
17,000+

**LEARNING LINKS:**
6,058

**GIVING ANGELS:**
MyLifeLine.org provides the opportunity for guests to raise their own funds and does not track fundraising amounts.
In 2013 we saw an upward trend in the number of people using MyLifeLine.org. We continued to focus on providing completely free, private websites for cancer patients, making it easy for communities of loved ones to come together to show their support. In May, we reached the milestone of 100,000 registered users representing cancer patients, caregivers and their guests.

With more than 17,000 events posted on members’ Helping Calendars, a site feature that provides volunteer coordination of meals, rides and more, we know that many people are helping and being helped. Over and over again people report that using MyLifeLine.org not only helped them with practical things like coordinating volunteers, but also with emotional support. One member said, “I was able to update hundreds of people at once instead of tediously sending group emails, relying on social media, or hoping word-of-mouth stayed accurate. My support group left uplifting comments and wrote in my guest book. I re-read both when I was / am having a rough day.” In 2013, guests left an incredible 281,927 notes of love on members’ sites.

Another trend among MyLifeLine.org users in 2013 was increased posting. Members wrote 20,671 posts, almost four percent more than in 2012.
Lives change dramatically when someone receives a cancer diagnosis. If it’s happening to you, you may feel devastated, overwhelmed and alone. If it’s happening to someone you care about, you may feel helpless, confused and unsure what to do. However, one thing is certain; you don’t have to face cancer alone.

MyLifeLine.org Cancer Foundation celebrated its sixth anniversary in 2013 and reached several significant milestones. When we began in 2007, we had 10 patient websites. In 2013, we celebrated reaching 100,000 patients, caregivers, and their friends and family, representing a 27 percent growth over 2012.

A sold-out crowd watched the running of the Kentucky Derby, sipped mint juleps and enjoyed spirited auction bidding at our annual Jockeys, Juleps & Jazz Kentucky Derby Party. It was our most successful event yet, raising more than $275,000.

We continued to grow our resources with a dedicated and talented staff who ensure that all our services are available and effective. I’d like to thank the MyLifeLine.org team for their endless energy and commitment. I am honored to work with them every day.

MyLifeLine.org is also fortunate to work with a committed, mission-driven board of directors, led by Board President Jason Wagner, who volunteer their time to provide guidance, direction and to secure resources. The strong support of our board allows the MyLifeLine.org staff to focus on supporting and designing programs for cancer patients.

As you read our 2013 annual report, you will learn about the innovative programs we provide to serve our online member communities, exciting events that took place in 2013, and the growth in patients through new partnerships and strategic outreach. Most importantly, you will meet cancer patients who have used MyLifeLine.org and learn about its impact on their lives.

To all of you who have supported MyLifeLine.org in 2013 and over the past six years, please know we couldn’t provide our services without your continuous dedication. THANK YOU! You truly are the wind beneath the wings of MyLifeLine.org and families affected by cancer.

Sincerely,

Melissa Bowen
CEO
CUMULATIVE GROWTH TO DATE

Sites Created
The number of personal websites set up by cancer patients or caregivers.

Friends and Family
The number of friends and family members who registered as guests to comment and receive email updates.

User Updates
The number of posts written by cancer patients or caregivers to update guests.

Comments on Updates
The number of comments made by friends and family on patient updates.

Learning Entries
The number of links to resource sites saved for easy access by patients and caregivers.
MyLifeLine.org Cancer Foundation is the result of two life-altering events that impacted our founder, Marcia Donziger. It began with her own Stage III ovarian cancer diagnosis in 1997. Marcia was further inspired by her friend’s use of a personal website during her own journey with cancer. Marcia created MyLifeLine.org, so that other cancer patients could benefit from a similar, online support system. Our organization exists due to the will and grit of Marcia and countless other contributors, and it is that determination that drives our commitment to serving the cancer community.

The past year has been tremendous; our goal is to grow and make every year better than the last, and we have been fortunate to do that each year since our inception in 2007. In 2013, we reached 193 countries, surpassed 100,000 users, and provided a place where thousands of messages of love, hope and inspiration were shared. As an organization we have more support than ever before, and we are always grateful and moved by the true generosity of those who know us and choose to join our efforts. As long as there is cancer, we want to serve those affected. And each year, we strive to reach more people, giving them the support they need.

A cancer patient needs support. And what does that support look like? It includes science, doctors, nurses, medicine, treatments, strength and determination. However, all of those elements have a greater impact with a high dose of love and community available as a lifeline. When your life changes abruptly and dramatically, maintaining connections is critical. MyLifeLine.org is the only cancer-specific nonprofit organization that provides free websites to people affected by the disease. Our benefactors (patients, caregivers, friends and family) frequently tell us how MyLifeLine.org has helped them, which inspires us to constantly improve and increase the benefits they receive. If it were you, would you want or even be able to make dozens of phone calls to share updates on your treatment and prognosis? Could you return every call and respond to every email? MyLifeLine.org enables people to update everyone at once so they can spend their time focused on living, not on a to-do list.

I am involved in this organization because cancer has deeply impacted every aspect of my life—family, friends and work. My most personal experience was my father’s battle against cancer. The odds were against him during his cancer journey, and he took an ornery, stubborn approach, but he also surrounded himself with love, beating three different cancers before facing a fourth and terminal diagnosis. He added over a decade of invigorated living, and I have no doubt he only lived because he used his lifeline of supportive friends and family.

Take some time out of your schedule, read this report, learn more about our innovative work and how it is making a difference. Help us make the world a better place for people affected by cancer. Thank you for your support.

Sincerely,

Jason Wagner
Board President
I can’t believe I’m lucky enough to forget how many years ago I faced cancer. It seems like a lifetime ago, but it has actually been 17 years. At diagnosis and during treatment, I couldn’t imagine my life beyond the cancer. It was a daily emotional and physical struggle to get past the shock, pain and devastation that cancer wreaked on my 27-year-old life.

Now, with the experience behind me, I do my best to practice being grateful for each day. I sometimes barrel through the days like everyone, because life can easily sweep us up in a whirlwind of work, obligations, responsibilities and other distractions. But when I remember to stop for a minute, sit still and list what I’m grateful for—a warm home, food in the fridge, family and friends, breathing, eyes to see the world, legs to walk—I feel renewed and rejuvenated. My friend, Helena, sets an alarm on her phone to go off every hour, so she can remember to recognize what she’s grateful for—one thing at 1:00, two things at 2:00, and so on. I’m not this organized yet, but it’s one of my goals for 2014.

In October 2013, I was invited to Liverpool to speak at the European Society of Gynecology Oncology annual conference to present on the topic of international collaboration and patient advocacy. I shared the stage with the CEO of Ovarian Cancer Canada, Elisabeth Baugh Ross, where we discussed the benefits and challenges of advocacy organizations combining resources where possible. I was the only American there and met advocates from two dozen European countries. My ears sing when I am in a room where many different languages are spoken, so I was in heaven. Thankfully, most everyone also spoke English! I was so honored to share my ovarian cancer story and my experiences through MyLifeLine.org.

MyLifeLine.org has brought so much meaning to my life in the past six years. I am grateful for our dedicated board and staff, amazing volunteers, partners, donors and sponsors. My intention when MyLifeLine.org was started was to give a “gift” to every family diagnosed, because a tool like
The 2013 Jockeys, Juleps & Jazz annual fundraising event was a tremendous success thanks to the event’s sponsors, guests and all of the volunteers who made it possible. The evening was filled with live and silent auctions, a festive jazz band, the live simulcast of the Kentucky Derby, and of course, the event’s signature mint juleps.

With more than 400 guests in their finest derby attire, MyLifeLine.org was able to celebrate our mission and honor two cancer survivors with the George Karl Courage and Compassion Awards.

The George Karl Courage Award was given to Kelly Gleason, a Stage IV pancreatic neuroendocrine tumor survivor. Since 2008, Kelly has fought through multiple surgeries, devastating reoccurrences and demanding rounds of chemotherapy. Despite enduring an often painful and difficult road, she has never let her diagnosis define her. Fighting back, Kelly has run in three half marathons, several 5Ks and participated in other sporting events since her diagnosis.

Recognized for his dedication and philanthropic drive, Kevin Mulshine was presented with the George Karl Compassion Award, which recognizes a community member who is dedicated to improving the lives of people affected by cancer. As a cancer survivor himself, Kevin has done just that. In 2009, he founded the B Strong Ride, an annual event that raises money to improve the lives of people affected by cancer.

The Jockeys, Juleps & Jazz event raised more than $275,000, a new record for MyLifeLine.org, allowing us to serve an even greater number of people. Thank you to everyone who attended, volunteered and sponsored the event. We look forward to seeing you at next year’s Jockeys, Juleps and Jazz!
Step Up for Cancer

For the past two years, MyLifeLine.org has been fortunate to participate in Step Up for Cancer, a fundraising and awareness event hosted at Dick’s Sporting Goods Park in Colorado. Step Up for Cancer is a stair running event that brings more than 1,500 participants to the stadium and gives nonprofits the opportunity to share information about their programs and raise funds. Team MyLifeLine.org, 25 members strong, took to the stairs in an event that supported over 40 cancer nonprofits. Staff also manned a booth and shared information about MyLifeLine.org’s mission and free services with event attendees.

Social Media

MyLifeLine.org also saw an upward trend in social media use, crossing the 2,000-follower mark for both Twitter and Facebook. MyLifeLine.org fans shared quotes, which we turned into inspirational images for all followers to see. They also shared photos of support in a unique initiative we call “Ribboning.” Ribboning is accomplished by standing with your hands circled over your head and feet planted wide to mimic the shape of a cancer support ribbon. We encourage followers to share their Ribboning photos to proudly display support for people affected by cancer everywhere. We received photos from around the country and even around the world, including Afghanistan and Antarctica.
In April 2013, MyLifeLine.org conducted an annual user survey to learn more about the people who use the site, how they use it, and how their cancer journey has been affected by their use of MyLifeLine.org. The survey was sent to 1,357 members and care coordinators who logged on from January 1, 2012 to April 15, 2013. MyLifeLine.org received responses from 192 people; 85 percent were patients, and 15 percent were caregivers.

Nearly two-thirds of respondents considered other similar sites before selecting MyLifeLine.org. Many chose MyLifeLine.org because of its ease of use and because it is cancer specific. One member said, “This has been wonderful! We don’t have family nearby and with four small children, we were able to reach out to our church community. They have really stepped up and helped out in ways that would have been difficult and stressful if not for MyLifeLine.org.”

Understanding that a cancer diagnosis and treatment include many highs and lows, we asked our members when they felt the site was most helpful to them. The overwhelming response was that the site was helpful throughout their entire journey but especially helpful at the beginning and during treatments. Some patients who had to be isolated as part of their treatments felt the site was particularly helpful during those times. One member said, “I have had to be isolated many times. MyLifeLine.org has given me a window out of that cell to connect with the people I love and miss so much. The support I get from them through MyLifeLine.org has helped keep me going during some of the darkest hours.”

An important part of MyLifeLine.org’s mission is to help relieve the stress of communication and other challenges from cancer patients’ lives. Ninety-five percent of respondents said they felt at least some decrease in their stress level after using MyLifeLine.org. One member said, “I received so much positive feedback on my updates and a ton of encouragement - it often made me feel better. Plus, just being able to journal my experiences was stress-relieving.”

Overall, people who used the site have positive feelings about it. Ninety-six percent of respondents rated their overall experience as either positive or extremely positive, and ninety-three percent of respondents are extremely likely to refer MyLifeLine.org to their friends. MyLifeLine.org will use the information from the 2013 annual survey to continue improving the service in ways that are meaningful to members.
MyLifeLine.org Gives One Patient a Voice

Paige Lewis had no idea that losing her ability to speak would give her words so much more power.

On the day she was diagnosed, Paige heard only some of what she was told. “I recall a few basic things the doctor said to me that day: ‘You have tongue cancer. Half of your tongue will be removed. Part of your arm will be harvested to make a new tongue. They will take a skin graft from your leg, you will have a neck dissection, tracheotomy and a feeding tube.’ I am quite certain she said many other words of comfort and did not rattle those things off, but that is all I recall hearing, and I was devastated,” said Paige.

The spot on her tongue that had been bothering her had already been dismissed as nothing by doctors, but once the pain radiated to her face and head, she sought another opinion. Even speech was painful, and despite being an otherwise healthy, 35-year-old, single mother of three, Paige knew something was wrong. On March 28, 2012, Paige was diagnosed with squamous cell carcinoma of the tongue.

How would she tell her children? Her family? Her friends? Not figuratively—not what words would she choose—but how, literally, would she communicate without the voice she had always taken for granted?

Facing months of silence due to invasive treatments, Paige turned to writing. She explained, “I have always been able to express myself best in written words, so I just started to write about all that was going on. I realized I had to tell my friends and family about this diagnosis, and I simply could not tell everyone one by one.” A friend of hers who had also been diagnosed with cancer had used a blog to keep everyone informed, so when Paige found MyLifeLine.org, she signed up for her own free site. “I saw others could be administrators if I was unable. I liked that people could view the site without becoming a member, people could comment as a guest or sign up for alerts, and there was an interactive calendar and photo gallery. Those were the basic elements I wanted, so I signed up, sent my friends and family an email to let them know about it, and from that point on all my communication with the world went through MyLifeLine.org,” said Paige.

And so she wrote. She wrote about the medical treatments, the surgeries, and the medications. She wrote about the pain—both emotional and physical. She reflected, “My site was the only way to express myself and work through all of my emotions. I think that is why it is filled with such raw emotion, and why people were drawn to it.”

Throughout her journey, Paige had loving caregivers assisting her, and her MyLifeLine.org site was helpful to them as well. One of Paige’s caregivers said, “Not only did her blog help me stay abreast of what was going on with her cancer, Paige included what was going on in her mind. I was able to mourn the sad news away from her to then be strong in her presence.” In response to that revelation, Paige said, “I had no idea how many tears my caregivers were shedding when they would read my words, because they were the ones wiping away my tears and giving me strength.”

From her hemiglossectomy (removal of approximately half her tongue) to her radial forearm flap surgery, which pulled skin, tissue and blood vessels from her forearm to replace the removed tongue, Paige found strength in her own words and the words others left for her on her site. “MyLifeLine.org was a lifeline for me during my journey; it was my connection to the world, my connection to my own self, and a place where I could be encouraged by others. I am still using the site and will always want it and continue to share my story. I think it’s important for people to know that oral cancer is on the rise and a simple request to your dentist for an oral cancer screening could be life saving. Every time someone asks me about my scars I tell them a brief version of events, and I hand them the address for my site on MyLifeLine.org.”
In 2019 MyLifeLine.org was fortunate to have a multitude of supporters who went above and beyond, not only to raise awareness about our mission, but also to provide substantial funding that allows the organization to provide services to people with cancer and caregivers at no cost. MyLifeLine.org gives special thanks to:

**$25,000+**
- Celgene Corporation
- Digicomm International, Inc.
- Eisai Inc.
- Genentech
- George Karl Foundation
- Morphotek, Inc.
- Prostrakan

**$10,000-$24,999**
- Anonymous
- Astellas
- Marcia & Rob Donziger
- EPIC Technologies
- Genomic Health
- Don & Laurie Hicks-Shortine
- Auto Group
- Novartis
- Subaru of America, Western Region

**$5,000 - $9,999**
- 361 Capital
- Anna & John Sie Foundation
- BWAB, Inc.
- Cancer League of Colorado, Inc.
- Designs By Sundown
- EK&S
- Foster, Graham, Milstein & Caislher, LLP
- James & Marian Lokey
- Kim Van Deraa & George Karl
- Rocky Mountain Cancer Centers
- The Colorado Trust

**$2,500-$4,999**
- Key Bank
- Kroenke Sports Charities, Inc.
- Millennium Pharmaceuticals, Inc.
- Steele Street Bank & Trust
- Jason & Brooke Wagner
- Xxentials

**$1,000-$2,499**
- Array BioPharma
- Atlantic Trust
- Bain Family Foundation
- Conquer Cancer Foundation
- Alan & Giovanna Donziger
- George W. & Valene L. Downes
- Charitable Foundation
- Liz & Jeff Edgar
- First Western Trust, Cherry Creek
- Robert & Lizbeth Graham
- Jan Kondro
- Nancy & Ken Levin
- Lizzy & Dudley Morton
- Kevin & Barbara Ann Mulshine
- National Automobile Dealers Charitable Foundation
- Kelle & Ryder Richardson
- Barb Findlay & Rich Rodriguez
- Giresh Sharma
- Frank & Jeanne Trainer
- Jamie & Jim Trevor
- UFCW, Local 7
- Michelle & Greg Wilson

**$500-$999**
- Melissa Bowen & Todd Renier
- Jeff & Karen Brandel
- Citilink, LLC
- Direct TV Matching Gift Center
- Rene & Char Fitzpatrick
- The Hackstock Family Foundation
- Jack Hill
- Ethan Jacobson
- Burke & Leslie Johnson
- Brad & Patti Knepper
- Kramer Foundation
- Maria & Ken Mendelberg
- Alisson & Kent Muckel
- Ryan O’Donoghue
- Perlimutter Family Foundation
- Ronnie & Sunny Porter
- Lisa & Michael Schatz
- Maggie & David Shapiro
- James Sie
- Maria Smith
- Britton Thomas
- Richard & Penny Thomas
- Jana Tompkins
- Uvashi Vaid
- Nancy Warzechka
- Kartrese & Chad Wheeler

**$250-$499**
- John Bu
- Derek & Nikki Cady
- Joe & Tracy Chase
- Disney Volunteers Ears to You Fund
- GT Financial Group, Inc.
- International Union of Elevator Constructors, Local 2
- Troy Love
- William Marchiondo
- Bhavness & Shalini Mathur
- Steve & Tricia McEuen
- Mary Rie Miller
- Susan Sie
- SoRewarding LLC
- Stephen C. Sweet
- The Young Philanthropists
- Beverly Title
- University Park Elementary School
- Amy Voelker

**$100-$249**
- Mary Adematt
- Kelly Alessandro
- Michael & Bonnie Antosh
- Marilyn Ivy & Al Arouh, M.D.
- Min Baglieri
- Mary Bantu
- Eilse Barish
- Mark & Cathy Barnes
- Lisa Janae Bartoszek
- Bashwiner & Derer, LLC
- Brian & Carol Becker
- David & Jan Berensent
- Beth Berghoff
- George Billings
- Carol Blatzheim
- Bonnie Bissessar
- Avdis Boulkibane
- Maureen Bowen
- Christopher & Jill Bowers
- Kreg & Nita Brown
- Ginny Burkey
- John Burstein
- Mindi Cabe
- Kevin & Christi Cahill
- Bryan Cannon
- Margaret Cavitha
- Melissa Charles
- Saroj Chatterjee
- Mary Ann Cincotta
- CNS Softball Boost Her Club
- Cody Dental Group
- W & Y Gobert
- Brian & Lisa Deason
- Donna Dodson
- Mary-Jo Drean
- Gordon C. Edwards
- Michael & Clarann Ekins
- Karen Eponga
- Shelley Falbaum
- Daren Fields
- Jennifer Fisher
- Dr. Doug Heller & Amy Fleming
- Michael Foye
- Chris Froncagh
- Peter & Maryj Gin
- Stephanie Glassman
- Janice & Mitch Goldberg
- Susan Grau
- Patricia Graves
- Wayne Allen Greenaway
- Dee Ann Grett
- Carol Gruenzi
- Carol Hall
- John P. Hardwick
- Shelly Harper
- Barbara Harrison
- Sheree Harvey
- Cathy Hawley
- Kellely Gilson & Rick Hennig
- Mark Hewett
- Mike Hewel
- Enmar & Ginger Hilu
- Julie Ann Hodges
- Edward & Renee Holloway
- Christine Hopkins
- Darren Hutchison
- John Ikalowych
- Kelly & Mitch Jenler
- Michael F. Johnson
- Carol & Hud Krashmer
- Vince Kelly
- Bette & Ginny Kinnick
- Marnie Klein
- Kathy Koehler
- Danielle & David Kologaj
- Sarah Koszowski
- Michael & Amy Krza
- John Kryszak
- Kavita Kumar
- James & Jodee Lachelle
- Fred LaRoche
- Susan Lawrence
- Scott & Kim Lewis
- Tracy & Jeff Lewis
- Peter & Carol Maloney
- Darren & Rebekah
- Sheni Anita Massey
- Asha Matha
- TJ & Emily Maxfield
- Stephen & Tammy McCammon
- Shannon McDonough
- Sheila McKee
- Ida McLean
- Kent & Stephanie Moran
- Robert & Mary Merz
- Lisa Miller
- Paula Millman
- Dr. Jill Mitchell
- Patrick & Tracy Moran
- Jean Schober Moran
- Margalit Moskowitz
- Shiri & Chris Mulenburg
- Dan & Jenny Mulligan
- Anne Smith Myers
- Neighbors Ladies
- Roger Nichols
- William & Shredia Noonan
- Jennifer Parsons
- Leigh Pate
- Kristen Payne
- Robert M. & Mary Virginia Peart
- Laura & Steve Perkins
- Timothy L. Peterson
- Brenda S. Robinson
- Blaine Rins
- Randy Sabourin
- Lincoln F. Schoenberg
- Valerie Shaye
- Lois Skinner
- Harold & Debbie S. Sneed
- Richard Spangenberg
- Susan Spaur
- Ken & Tracy Spencer
- Gordon Stenger
- Doug & Gail Stutler
- Dr. Al & Lynn Sinn
- Peter Tannenbaum
- Andrea & Jeff Tarr
- Amy Thomas
- Greg & Diane Thomas
- Matthew Turner
- Marilyn Urban
- Linda H. Weaver
- Toni & Kevin Wheeler
- Lucile Williams
- Michele Mitchell & Timothy Wolf
- Your Cause Sports
- Amy Zeppelin

**$99 & Under**
- Jay Ahrens
- Samantha Alexander
- James Andrews
- Arrowhead Membership Association
- Robert & Mary Baldwin
- Carole Baran
- Mar Melendez Becker
- Kristen Beckert
- Cynthia Benedict
- Tam Bentley
- Dale & Lois Birkhead
- Marcia Broum
- Wayne Brockney
- Jenny & Julie Brooker
- Ken Burt
- Molly M. Burtcheel
- Nicole Buscher
- Chris & April Byrne
- Katherine Ashley Caddell
- Julie Carol
- Sean & Chris Carroll
- Diane Chaffee
- Sharon Lee Chandler
- Shirley Chase
- Jenne Cherry
- Yasmine Christopherson
- Jennifer Cline
- Mark Paul Costolouano
- Lisa Collier
- Paula Connelly
- Jodi Cooper
- Jamie & A. Crabtree
- Thomas & Suzanne Crosswell
- Lauren Criner
- John & Laura Cronin
- Jack Crowle
- Gregg & Vicki Denhoffer
- Loreanne Denny
- Kathleen M. DeYoung
- Robert Dieda
- Robin Dingman
- Carol & John Dix
- Eric & Andy Dosick
- Shelley & David Droth
- Gail Duffull
- Daniel Dye
- Charles & Audrey Eastwood
- Stephon Ember
- Sandra Jaye Engel
- Michelle Martin
- Bhanu Mathur
- Naresh Chand Mathur
- Ashok Mathur
Donor Spotlight

In 2013, MyLifeLine.org was honored to become part of a yearly philanthropic endeavor through Subaru’s Share the Love campaign. From November to the beginning of January, Subaru donates $250 for every new car sold to one of five charities selected by the customer. In 2013, Subaru gave dealerships the option of adding a sixth local charity to the list. Longtime MyLifeLine.org supporter and community leader Shortline Subaru selected MyLifeLine.org as their sixth local charity.

Shortline Subaru owners Don and Laurie Hicks both have been touched by cancer and strongly believe in helping people affected by cancer through MyLifeLine.org’s mission. Don and Laurie matched each Share the Love donation to MyLifeLine.org with a $50 contribution, making it a $30,000 overall contribution that will help sustain programs and support for those who rely on MyLifeLine.org services.

Where Donations Went—Your Dollars Make a Difference

With more than 6,500 websites and over 100,000 registered guests, MyLifeLine.org relies on charitable contributions from individuals, local businesses and corporations to provide this critical service at no cost to the patient. It costs MyLifeLine.org an average of $130 per person to create, maintain and provide customer support for a year. Thanks to our generous donors, we were able to ensure that cancer patients and caregivers felt supported and could control communications through their free websites in 2013.

YOUR DONATION SUPPORTED PATIENTS LIKE DANIEL & ANDREA:

Daniel, Stage IV GMB brain tumor survivor

“There is no date printed on our bodies that tells when our passing is to occur; it can come quickly in an accident or be prolonged by a disease like cancer. MyLifeLine.org has allowed me and my family to open our lives to those around us both near and far, so that they can share the moments with us and help us to find strength and feel supported as we participate in this challenging situation and push for healing in our lives.”

Andrea, Stage IV stomach cancer

“Mostly, it’s important for my people to see that I’m living with cancer, not dying from it. MyLifeLine.org gives me the opportunity to be a positive role model to those who may be afraid of what hand life deals them.”

Your donations also helped MyLifeLine.org build a state-of-the-art platform that will allow us to implement new features requested by members. In our effort to ensure continued growth and success, we added a part-time customer care support position to answer any questions members and guests may have regarding our services.
Statement of Activity
(AS OF DECEMBER 31, 2013)

INCOME
Individual $74,193.00
Event $274,119.00
Corporate $230,217.00
Grants $37,500.00
Other $834.00
TOTAL INCOME $616,863.00

EXPENSES
Program $378,953.00
Event $67,708.00
Fundraising $64,051.00
G & A $88,781.00
TOTAL EXPENSES $599,493.00

Balance Sheet
(AS OF DECEMBER 31, 2013)

ASSETS
Current Assets
Bank Accounts
10001 KeyBank Checking 128,293
10002 Steele Street Savings 45,483
10003 KeyBank Money Market 120,171
CCB Checking 0
US Bank 0
US Bank - Federal Grant 0
Total Bank Accounts $293,949
Accounts Receivable
11200 Pledges Receivable 27,649
Accounts Receivable 0.00
Total Accounts Receivable $27,649
Other current assets
12000 Undeposited Funds 0
13000 Prepaid Expenses 1,764
Security Deposit 0
Total Other Current Assets $1,764
TOTAL CURRENT ASSETS $323,362

LIABILITIES AND EQUITY
Liabilities
Current Liabilities
Accounts Payable
20100 Accounts Payable 1,801
Total Accounts Payable $1,801
Credit Cards
20200 $3K Credit Card 0
Total Credit Cards $0
Other Current Liabilities
24100 Accrued Leave and Payroll 8,000
25800 Unearned or Deferred Revenue 60,000
Total Other Current Liabilities $68,000
TOTAL CURRENT LIABILITIES $69,801

Equity
30000 Opening Bal Equity 3,636
32000 Unrestricted Net Assets 232,555
Net Income 17,370
TOTAL EQUITY $253,560
TOTAL LIABILITIES AND EQUITY $323,362

*Statement is unaudited.
Why Give?

Research shows cancer outcomes can be improved when patients have a strong support community. By helping patients feel connected through easier communication, MyLifeLine.org directly affects healing and recovery. Our impact on the cancer community is global, currently supporting more than 100,000 people affected by cancer in all 50 states and around the world. You have the unique opportunity to positively impact someone fighting cancer, ensuring that they are surrounded by a community of support.

Ways to Give

You can help a cancer patient feel supported by an online community of friends and family by supporting MyLifeLine.org. There are many ways you can contribute to help cover the cost of a patient's website:

- Go to www.mylifeline.org and click on the donate button at the top of the page.
- Make a check payable to MyLifeLine, Inc. and send it to 1355 S. Colorado Blvd., Bldg. C-601, Denver, CO 80222.
- Host a house party to share the mission and impact of MyLifeLine.org and ask for contributions to be made to MyLifeLine.org.
- We are always happy to speak with our supporters over the phone. Please call us at 720-883-8715 to make a gift over the phone or discuss other ways you can make a difference.
- Matching gifts are the best way to double the impact of your donation. Check with your employer to see if they have a matching program.
- Stock gifts are always welcome, and MyLifeLine.org would be happy to discuss the details of this with you over the phone or via email.
- Leave a legacy gift with a charitable bequest to ensure that future cancer patients have support and love during treatment. Please seek legal/tax advice for further information on this option. If you are interested in speaking with someone from MyLifeLine.org regarding this opportunity, please call 720-883-8715.

In addition to 15 board members and six staff, we have 40-50 volunteers who help in organizational capacities, such as fundraising, outreach, and program innovation.
SPECIAL THANKS