



MyLifeLine.org
connect. inspire. heal.



2007 - 2010 Annual Report

Cancer is personal. Hope is universal.

Letter from Executive Director/Founder



Marcia Donziger
Executive Director/Founder

In 1997, at the age of 27, I was unexpectedly diagnosed with Stage IIIc ovarian cancer. While the diagnosis was shocking and the treatment difficult, one of my biggest struggles was communicating effectively with friends and family during the treatment process that lasted several months. I was so physically and emotionally drained and my friends were unsure how to help me. So when they called to offer support, I felt guilty when I wasn't able to call them back because I was too sick. People did not want to call at the wrong time or burden me with a message to return. I was scared and overwhelmed with the sudden life change and was completely unprepared with how to cope with my "new" normal.

In 2003, I became aware of a special young woman, Lori Arquilla Andersen, who had just been diagnosed with cancer. I was profoundly inspired, not just by Lori's strength through crisis, but also by the way she harnessed the tools available to stay in touch with her family and friends during her illness. Through her own personal website, she posted her progress and courageously (and humorously!) inspired all who followed her struggle. As time went on, Lori's support network expanded beyond her imagination. People visited Lori's site to write encouraging messages, offer help to her family, or just stay updated and keep her in their prayers.

Inspired by Lori and her family, I saw the tremendous benefit for cancer patients to communicate via a personal website. Sharing updates and managing caring messages via one central website can help everyone touched by cancer to deal with it.

I saw an opportunity to make a difference for other cancer patients, and decided to go for it, extending the benefit of free, personal websites to all cancer patients. Thus MyLifeLine.org was born as a non-profit organization.

MyLifeLine.org believes a strong support community is critical for cancer patients. Without a strong support system, I personally would not have been able to come out of my cancer experience with such a positive outcome. So I thank my friends and family who helped me through that traumatic time in my life.

In the spirit of gratitude, I want to express thanks to the Founding Board for enabling the dream of MyLifeLine.org to become a reality. Because of their vision and commitment, MyLifeLine.org is able to support tens of thousands of members and guests today.

Thank you to all current and previous board members, staff, volunteers, donors, sponsors, and supporters who have been part of our team since 2007. **Together you have helped extend this lifeline for all who reach for it.**

MyLifeLine.org's mission is to empower patients to build an online support community of family and friends to foster connection, inspiration, and healing.

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"Lori's website got us through the difficult times."

-Linda Magiera, Lori's mom

*MyLifeLine.org
is dedicated to
Lori Arquilla Andersen*



1969 - 2005

Letter from Board President



Rob Fisher, MD
Board President
Hematologist/Oncologist
Rocky Mountain Cancer Centers
Longmont, Colorado

2010 was a turning point for MyLifeLine.org Cancer Foundation. This year was marked with considerable success in our mission to provide free, web-based communication and support for cancer patients, and their supporting community.

MyLifeLine.org has broadened its connections and impact within the community, with more than 25,000 people providing and receiving support and hope. In response to our cancer patient members and their networks, we've added and enhanced numerous features throughout the year, and for 2011, we have our sights on adding mobile applications.

This year, MyLifeLine.org established many new alliances with cancer support organizations, pharmaceutical companies, and health care systems. These partners provide financial resources to ensure a continued high-quality service at no cost, and spread the word about MyLifeLine.org to the cancer community at large.

Thank you for being a part of our success and vision in your support of the MyLifeLine.org Cancer Foundation.

Healing outcomes are greatly advanced for patients who have strong support systems of family and friends.

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MyLifeLine.org Program Highlights

Nearly 1.5 million Americans per year are diagnosed with cancer. In our experience, people diagnosed with cancer are shocked and unprepared. Friends and family want to help but are not sure what to do. MyLifeLine.org has strived to be that first key resource to the cancer patient. We are the starting point of engagement to the patient's personal community to provide critical cancer resources and support.

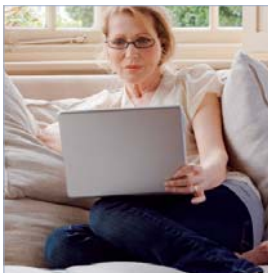
Our program research and evaluations have resulted in two abstracts published in the Journal of Clinical Oncology in 2009 and 2010, one abstract and poster presentation at the Oncology of Nurse Society annual conference in 2009, and an award-winning poster presentation at LIVESTRONG's Annual Young Adult Alliance Conference in 2010.

Program growth continues to expand each year. In 2010, the number of members (patients and caregivers) increased by 72%. The number of guests (friends and family) increased by 92%.

To accomplish our mission, we work hard to ensure that each network created is vital and serving the needs of the entire community.

Member Updates and Photo Gallery

Members and caregivers use this as a journal, a blog, or an email alert. They write when they have energy and something to share—but just once. Stress is reduced and rest increased by not having to make dozens of contacts to co-workers, friends, neighbors and family. Everyone stays connected and the patient's well-being is enhanced.



Helping Calendar

Members and caregivers post their needs for babysitting, meals, or a ride to the doctor. Family and friends are then encouraged to sign up on the calendar and help.

MyLifeLine.org Proudly supporting 29,785 people.

Welcome, Aneke (member) Profile - Guests - Quote Settings - Send Email - Create Keypale

HELPING CALENDAR

January 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 11:00 AM Dinner's ready SSS	4 9:00 AM Walk to school SSS 5:00 PM Walk to school SSS	5	6	7 8:00 AM Babysitting SSS 9:00 AM Babysitting SSS	8
9	10	11	12	13	14	15
16	17	18	19	20		
23	24	25	26	27		
30	31					

6 visits from friends and family

Print (view gallery)

Live your heart's passion. Do whatever it is that excites your inner light and passion. Live exuberantly with purpose and excitement. Truly make your daily life an adventure. — Henry Leo Bobbee

printer-ready version

Quick tip: choose one (or more) of your guests to be "Care Coordinators" in the My Guests area and they can help you manage your calendar events.

Legend

- help needed with transportation
- help needed with babysitting
- help needed with meals
- visiting hours
- help needed with pet care
- doctor appointment
- fundraiser
- time to celebrate
- other volunteer requests

If the maximum number of volunteers have signed up for an event and the event uses icons, a green checkmark (✓) will be shown. You can view the names of event volunteers by clicking on the name of the event.

Guest Messages

Friends and family come here to write inspiring messages to the cancer patient in order to lift their spirits.

Welcome · My Updates · Guest Messages · Helping Calendar · **GIVING ANGELS** · Learning Links · Photo Gallery

Welcome, **Azalea** (member) Profile · Guests · Quote Settings · Send Email · Create Keepsake

GIVING ANGELS

EDIT YOUR SETTINGS TEXT SIZE

We understand that a cancer diagnosis can cause financial devastation. The Giving Angels page is a place where you can ease the burden by asking your support network for help. See the chart below to choose a service for your Giving Angels page.

	PayPal	GiveForward	Member
Fees	Total: 2.9% + 30 cents	6.6% + 20 cents	None
Fees Description	Credit card fees and serial charge	4% Give Forward, 2.6% + 30 cents credit card fees	No fees
Fundraising Support	None	Personal Fundraising Consultants	None
Customer Support	Online	Online and phone	None
Visual Progress	None	Really Measured Progress	None
Dynamic Layout	Generic Button	Visually appealing and more dynamic; personalized	None
Fundraising Potential	Doesn't maximize fundraising potential	Maximum potential due to extra support from fundraising consultants and special features	Doesn't maximize fundraising potential
Thank-You Notes	Must be done manually	Automatic thank-you notes and emailing system for additional thank-you capability	Must be done manually
Get Started	PayPal.com	www.GiveForward.org	

Recently updated: 11:11 AM

6 visits from friends and family

Photos (not gallery)

"Where there is great love, there are always miracles."
— Willa Cather

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Inspiring Quotes

Encouraging words of comfort and strength display throughout each personal website. Members can select pre-populated quotes and put in their own inspiring quotes.

“ Where there is great love, there are always miracles. ”

— Willa Cather

Share

Tell a friend or family member about MyLifeLine.org when they have been diagnosed with cancer.

Giving Angels

A cancer diagnosis can cause financial devastation. The Giving Angels page is a place where the patient's support network can ease the financial burdens of fighting cancer. Easy online payment options include PayPal and GiveForward.



Laughing Medicine

Share a laugh. Share some inspiration. Healing follows.

MyLifeLine.org has found that frequent laughing is crucial to healing and reducing stress during cancer treatments. It's not always easy to find things to laugh about, so MyLifeLine.org is constantly on the look out for the lighthearted and just plain funny. Our members have suggested a variety of movies and books that helped them and their loved ones through treatment for cancer.

“ My photographs do me an injustice. They look just like me.”

~ Phyllis Diller

Learning Links

Patients and caregivers share online links to cancer specific website resources for family and friends to learn about their diagnosis, treatment and related topics.



“My wife has been struggling with Pancreatic Cancer since her diagnosis in February. She was against having a website in the

beginning. I had to press her to let me create it. Since we started, the support has been overwhelming. She has over 100 friends keeping track of her progress. They wait weekly for her updates.

Because of the online Helping Calendar, we have had drivers for all of her chemo and radiation treatments. We have had a steady stream of meals coming to us weekly. It has allowed me to continue to work.

This could not have happened without your website. It has made our lives easier in spite of the tremendous stress we are under.”

~ Bert Goins (In loving memory of his wife, Lois)

Donors

Thank you to the following individuals, corporations and organizations for their generous support from 2007 – 2010. Your gifts provide **connection, inspiration, and healing** to thousands of people whose lives have been touched by cancer.

\$50,000 and above

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“With family and friends around the world, being able to communicate with them about my treatments and progress was something I was worried about when I was first diagnosed. However, MyLifeLine.org allowed me to stay in touch with loved ones without the stress of having to make phone calls or reply to emails. With the click of a button, I could update everyone. I also loved being able to share photos and videos to help everyone feel like they were with me every step even though many were thousands of miles away. I’m truly grateful for MyLifeLine.org, and I know my loved ones are too.”

~ Sharishta Shourie, diagnosed at age 25 Breast Cancer, stage 2

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It takes a dedicated
team of volunteers for
event planning, fundraising,
marketing, networking,
innovation and member
engagement.

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“MyLifeLine.org is now the way my friends and family can check my treatment calendar, get the latest on my health, and generally read about the overall status of how I am doing. Because they get an email each time I create a new entry, we are more able to stay connected. In addition, newer friends can read about my story without the burden of trying to figure out how to react.”

*~ Jennifer Coy, diagnosed at 32
 Metastatic Breast Cancer*

Corporate Partnerships

MyLifeLine.org is appreciative of the generous support from our corporate partners, many of whom are in the business of research and development of new treatments for patients with cancer, and who are an integral part of the larger cancer support community. Corporate partnerships are a critical component of the financial support necessary for MyLifeLine.org to operate free of charge for patients. Corporations who have given \$10,000 or more since our inception include:

- Amgen
- BWAB Incorporated
- Digicomm International
- Genentech
- Morphotek
- Novartis
- Prostrakan



“Thank you for providing this incredible resource. It has really helped us immensely in keeping my friends and family informed and involved in my cancer treatment. The site is very well designed for ease of use and access of its many features.”

*~ Benny, diagnosed at age 52
Squamous cell carcinoma of the throat/base of tongue*

MyLifeLine.org about Morphotek

Morphotek, Inc. is a biopharmaceutical company that supports the MyLifeLine.org program to ensure the service benefits all cancer patients at no cost. Morphotek has also been instrumental in the collaboration with National Ovarian Cancer Alliance to benefit our outreach efforts.

Morphotek about MyLifeLine.org

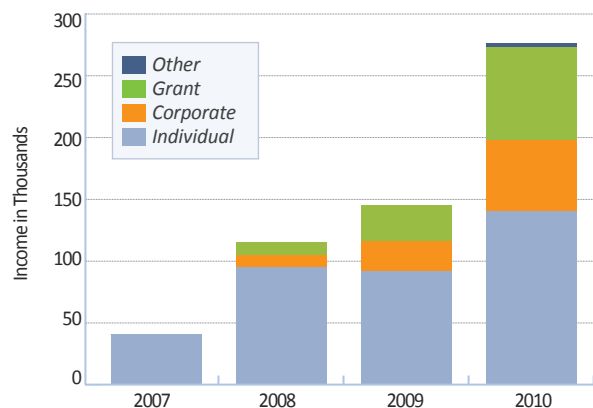
“Morphotek is tremendously proud to support MyLifeLine.org in its important mission. It is our belief that communication is never more important than when a family is in crisis following a cancer diagnosis. We recognize the valuable service that MyLifeLine.org provides in helping those living with cancer stay connected with their circle of support, whether they are struggling with challenges or celebrating triumphs.”



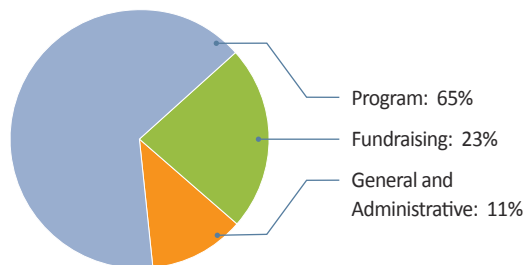
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Fiscal Wellness

2007-2010 Funding Growth and Diversity



2010 Expenses



“When my daughter was too sick to write her own update, I was able to make postings for her so she could keep everyone abreast of new changes. However, MyLifeLine.org is more than a website to post updates and photos, it’s a great resource too, not only for the member but for their family and friends.

Thank you again for honoring Leslie this way. She just always wanted to make a difference to at least one person in this world (in addition to her mama).”

~ Love, Jan (In loving memory of her daughter, Leslie)

2010 Income and Expense Summary

INCOME	
Annual Event	\$ 112,361.68
Grants	\$ 75,000.00
Corporate Sponsorships	\$ 59,803.39
3rd Party Events	\$ 15,701.52
Individual Contributions	\$ 12,181.85
Interest Income	\$ 1,008.80
Total Income	\$ 276,057.24
EXPENSES	
Program	\$ 158,806.68
Fundraising	\$ 56,551.09
General and Administrative	\$ 28,871.04
Total Expenses	\$ 244,228.81

Join
 Make a gift
 of \$1,000 per year
 (Empowerment Society)
 or a gift of \$5,000 per year
 (Founders Circle)

2010 Balance Sheet 12/31/10

ASSETS	
Current Assets	
Bank Accounts	
Checking	\$ 116,872.
Total Bank Accounts	\$ 116,872.
Total Current Assets	\$ 116,872.
TOTAL ASSETS	\$ 116,872.
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$ 3,236.
Total Accounts Payable	\$ 3,236.
Credit Card	\$ 719.
Total Credit Cards	\$ 719.
Other Current Liabilities	
Unearned or Deferred Revenue	\$ 19,500.
Total Other Current Liabilities	\$ 19,500.
Total Current Liabilities	\$ 23,455.
Total Liabilities	\$ 23,455.
Equity	
Opening Balance Equity	\$ 3,636.
Unrestricted Net Assets	\$ 57,953.
Net Income	\$ 31,828.
Total Equity	\$ 93,417.
TOTAL LIABILITIES AND EQUITY	\$ 116,872.

**Statements are unaudited.*



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Blog: blog.MyLifeLine.org

*“MyLifeLine.org was such a blessing during my cancer journey!
I was able to gain the emotional support I needed to continue with the treatment process,
and I felt connected with my friends and family along the way.”*

*~ Kimberly, diagnosed at age 31
Infiltrating Ductal Carcinoma Grade 2*