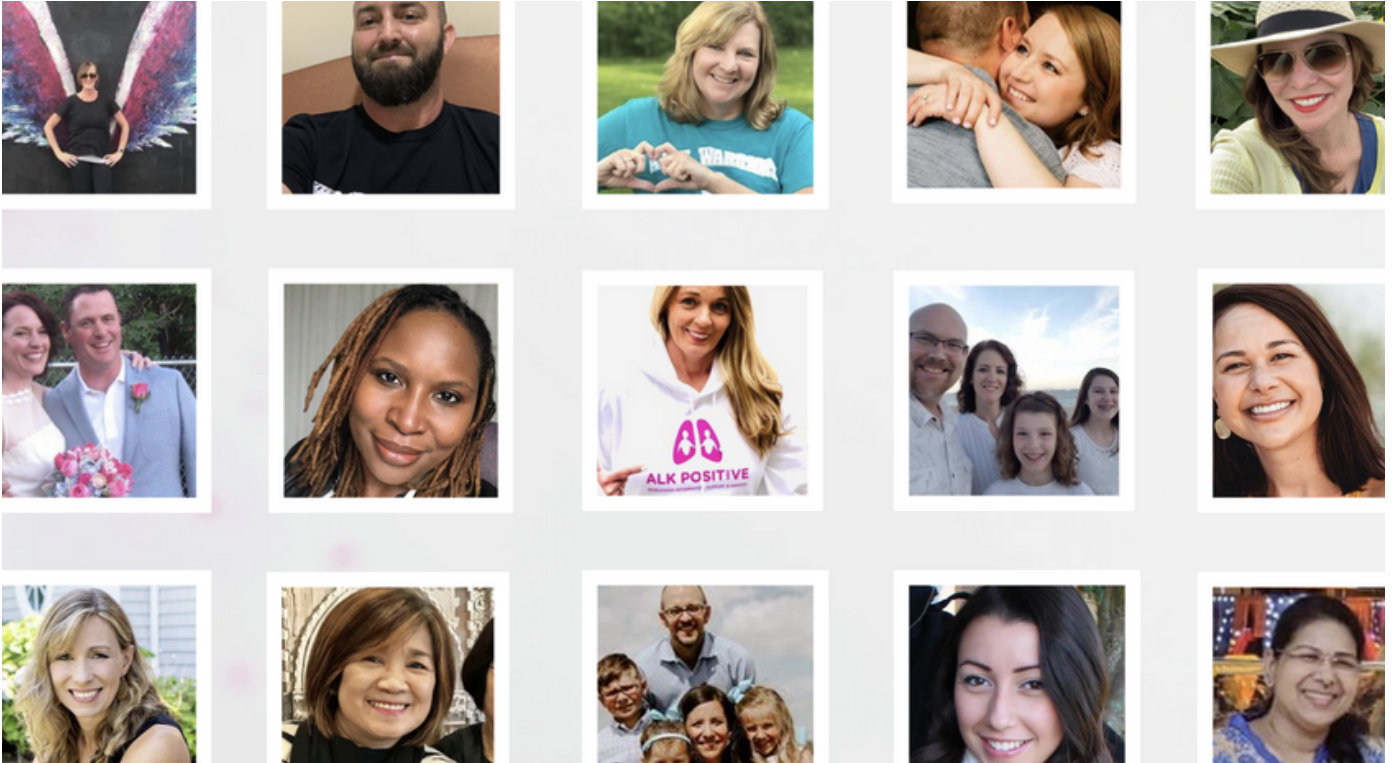


## OUR MISSION

To improve the life expectancy and quality of life for ALK-positive cancer patients worldwide.



# PROGRAM PROSPECTUS

ALK Positive programs for patient **research**, **education**, **resource**, and **awareness**.

**Proposal by: ALK Positive Board of Directors**



ALK POSITIVE, INC. IS A PATIENT-LED NON PROFIT DRIVING RESEARCH AND ADVOCACY TO BUILD HOPE, RESOURCES AND COMMUNITY FOR PEOPLE LIVING WITH ALK-POSITIVE CANCER.

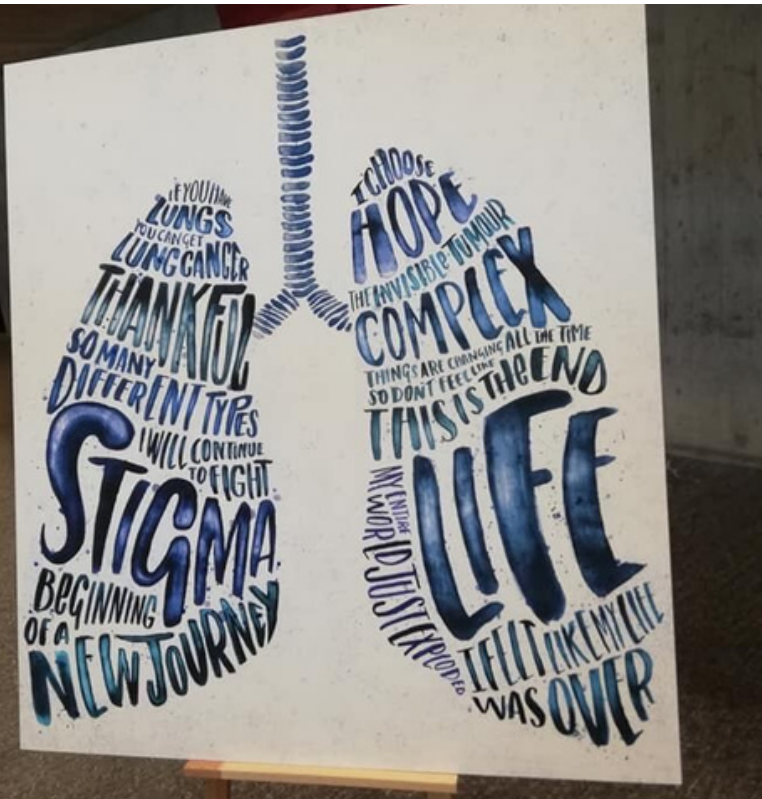
Our mission is to improve the life expectancy and quality of life for ALK-positive cancer patients worldwide.

The ALK Positive community consists of 3,000+ cancer patients and carepartners sharing information, empathy and support in over 55 countries.

This prospectus outlines our mission related programs within patient **research, education, resource, and awareness.**

## ALK POSITIVE PATIENT REGISTRY

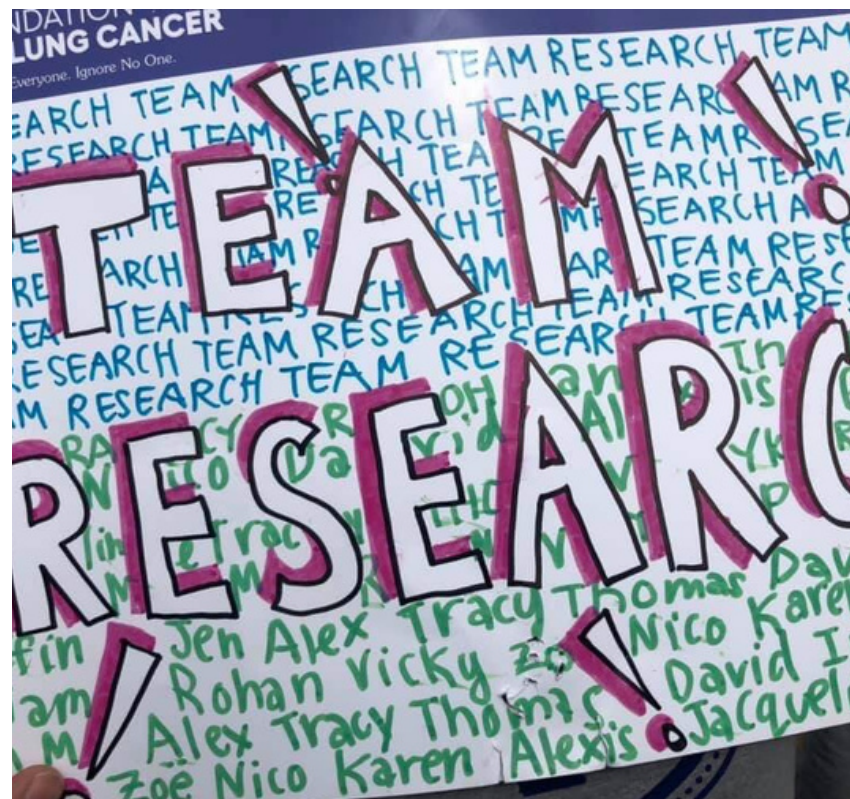
ALK Positive plans to launch an IRB approved worldwide longitudinal patient registry in 2021. The registry will address diagnosis, testing, treatment, cancer outcomes and quality of life factors. The registry will provide a rich dataset for academia, industry and research institutions. ALK Positive is seeking partners to leverage the impact of the registry.



## ALK POSITIVE RESEARCH FUND

The ALK Positive Research Fund was established in 2017 to select and fund high-impact research that has the potential to transform ALK-positive cancer into a chronic (and maybe someday, curable) condition.

ALK Positive is seeking industry partners to leverage more ALK-cancer research which can improve the life expectancy and quality of life for ALK-cancer patients worldwide. Since 2017, the fund has awarded \$2.8M toward new ALK-positive cancer research.





# RESEARCH

## ALK RESEARCH ACCELERATION COMMITTEE

Established in 2021, the ALK Research Acceleration Committee's purpose is to accelerate research that can lead to clinical trials for therapies potentially beneficial to ALK-positive cancer patients. Through collaboration with academia, industry, and finance/venture capital, ALK Positive is seeking partners with resources and funding to accelerate progress.



## ALK CLINICAL TRIALS COMMITTEE

The ALK Clinical Trials Committee was established in 2021 to help ensure the success of clinical trials for therapies potentially beneficial to ALK-positive cancer patients.

Through collaboration with academia and industry, ALK Positive is seeking partners with resources and funding to improve outcomes.





## ALK SUMMIT

What started in 2018 as a social gathering for ALK-positive cancer patients, has grown into an international conference. The ALK Summit is a multi-day event held annually close to ALK-positive Day (August 2nd). The conference is attended by patients, caregivers, doctors, scientists, researchers, and industry organizations. Guest speakers include scientific leaders and researchers, ALK-specialist doctors, patients, caregivers and partner industry partners.



ALK Positive is seeking contributions for financial support, resources and education from key industry organizations. Industry and advocacy organizations can select from a variety of sponsorship levels, which provide varying degrees of brand awareness, education, and representation during the event.

**See the 'Stronger Together' ALK Summit 2021 Sponsorship Guide and Agenda for details.**





## ALK-TALK

ALKtALK is a virtual communication tool to educate, inform, and empower patients. **Marc Rosenzweig**, an ALK-positive patient, created the platform to allow interactive lectures, talks, classes, and more. Originally conceived to help members connect with each other, ALKtALK has evolved into a powerful line-up of medical and researcher speakers. Some sessions have had attendance well over 300 participants.

**ALKtALK**

BRAIN BIOPSY  
BRAIN SURGERY  
ON FRONTAL LOBE

LUNG RADIATION  
MMA KNIFE BRAIN RADIATION  
LYMPH NODES RADIATION

ALK LUNG CANCER  
-NOV. 2013

CRIZOTINIB (XALKOR)  
CERITINIB (ZYKADIA)  
CARBO/ALIMTA 5  
ALECTINIB (ALECENS)  
CARBO/ALIMTA 4  
LORLATINIB (LORBREN)

HODGKIN'S LYMPHOM.  
ABVD/BEACOPP.

**Marc Rosenzweig**  
ALKtALK Moderator

# 789 7683

# 763 789 7683

# 763 789 7683

Guest speakers may offer survey or patient polls in real-time, share product information, present new research possibilities, provide service details, and more.

ALK Positive is seeking contributions for financial support and participation toward helping patients become informed and improve their outcomes. ALK Positive offers a choice among different levels of brand awareness, education and representation during any sponsored event.

**See the ALKtALK Addendum to view past and upcoming presentations.**

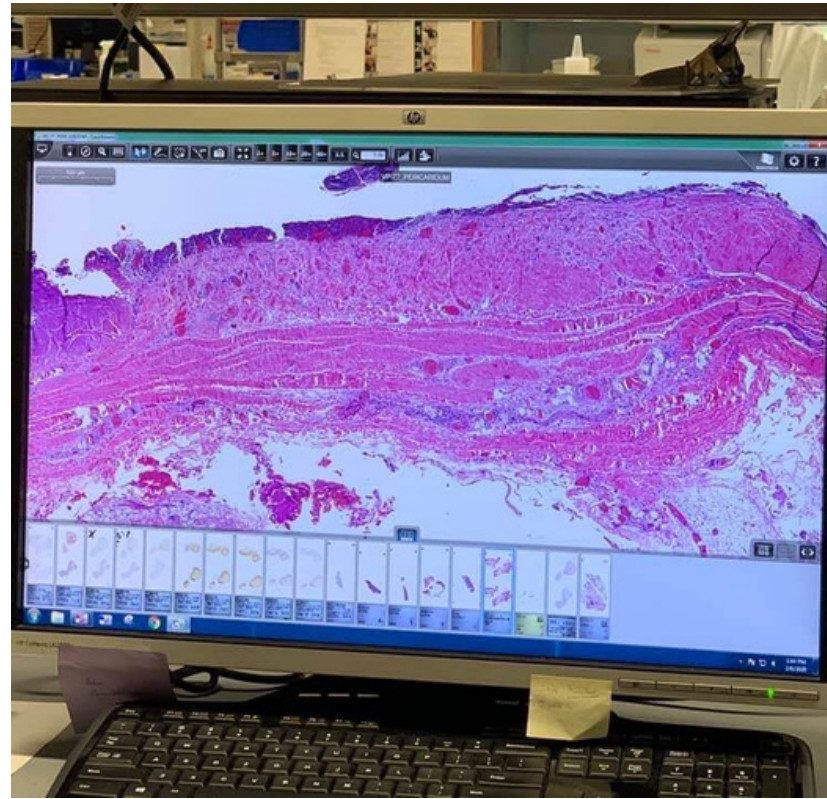


*Dr. Ross Camidge, UC Health, Denver, CO on ALKtALK January 3, 2021.*



# SECOND OPINION PROGRAM

Conceived by an ALK Positive Support Group member, **Jim Peard**, the Second Opinion Program is designed to improve cancer patient outcomes. The Program pays for second opinion consultations with leading ALK-positive specialists for those patients who cannot afford the fee themselves. The Second Opinion Program Review Panel at ALK Positive manages approvals and payments.



Given there are few doctors who specialize in ALK-positive cancer, the Second Opinion Program addresses discrepancies in levels of ALK knowledge by patients' medical teams, and therefore, quality of care.

ALK Positive is seeking financial sponsorship to expand program funding. ALK Positive offers industry partners different levels of brand awareness, education and participation to help extend patient lives.

# ALK POSITIVE CANCER SCHOLARSHIP

The ALK Positive Cancer Scholarship is an award honoring the memory of **Regina Dieker Kay**, a patient and member of the ALK Positive Support Group. Regina's last wishes were to offer hope with "making life a little easier" for families struck by an ALK-positive cancer diagnosis. The program launched in 2020 and awarded two \$5,000 scholarships to students whose parent had been diagnosed with ALK-positive cancer.



*Logan Pace, rising senior at UNC Wilmington, aspires to be a social worker to help vulnerable populations*

ALK Positive has a scholarship team managing the program, distributing the applicant eligibility criteria and evaluating applications.

ALK Positive is offering sponsors the choice of different levels of brand awareness and opportunities to help fund the education of as many children as possible who have a parent struggling with ALK-positive cancer.



## ALK POSITIVE CLINICAL TRIAL DIRECTORY

An ALK Positive Medical Committee member, **Ellee Urban**, created the world's most comprehensive list of trials from around the world, for which ALK-positive cancer patients might be eligible. The list is updated monthly and provided to ALK Positive Support Group members. The spreadsheet can also be viewed at [www.alkpositive.org](http://www.alkpositive.org).



## ALK POSITIVE SPECIALISTS DIRECTORY

Few oncologists have much expertise in ALK-positive cancer. The ALK Positive Specialists Directory provides an extensive list of oncologists with comprehensive treatment experience related to ALK-positive cancer. The list is updated monthly by ALK Positive Medical Committee member, **Jenny Blender**, and provided to ALK Positive Support Group members. The directory can also be viewed at [www.alkpositive.org](http://www.alkpositive.org).



## INTERNATIONAL AMBASSADOR PROGRAM

Many disparities exist among countries. This international collaboration cultivates awareness, diversity, equality, and inclusion in order to improve the outcomes of ALK-positive cancer patients worldwide.

ALK Positive is seeking partnership with industry organizations that can help us achieve our goals.



## ALK POSITIVE FUNDRAISING EVENTS

Fundraising, primarily to fund ALK-positive cancer research, but also other ALK Positive programs and administrative costs, is at the core of our mission to improve the life expectancy and quality of life of ALK-positive patients worldwide.

ALK Positive is offering sponsors the choice of different levels of brand awareness and opportunities in order to help us achieve our goals.

**See the Fundraising Addendum for more details.**







Bill Westlake  
President  
Patient



Amanda Nerstad  
Vice President  
Patient



Clark Evans  
Treasurer, Advocacy  
Co-Chair  
Patient



Christina Weber,  
Secretary  
Care-partner



Bethany Barratt  
Care-partner



Colin Barton  
Medical Chair  
Patient



Karla Castro-frenzel  
Patient



Jamie Gibbard  
UK Amabassador  
Patient



JT Hedges  
Patient



Erika Hlavacek  
Advocacy Co-Chair  
Patient



Gina Hollenbeck  
Fundraising Chair  
Patient



Kirk Smith,  
Communications &  
Governance Chair  
Patient



Nancee Pronzati  
ALK Summit Chair  
Patient



Patty Saccenti  
Italy Ambassador  
ALK Europe Cofounder  
Patient



Teresa Wiant  
Legal Chair  
Patient

**THANK YOU.**

*We look forward to working with you!*