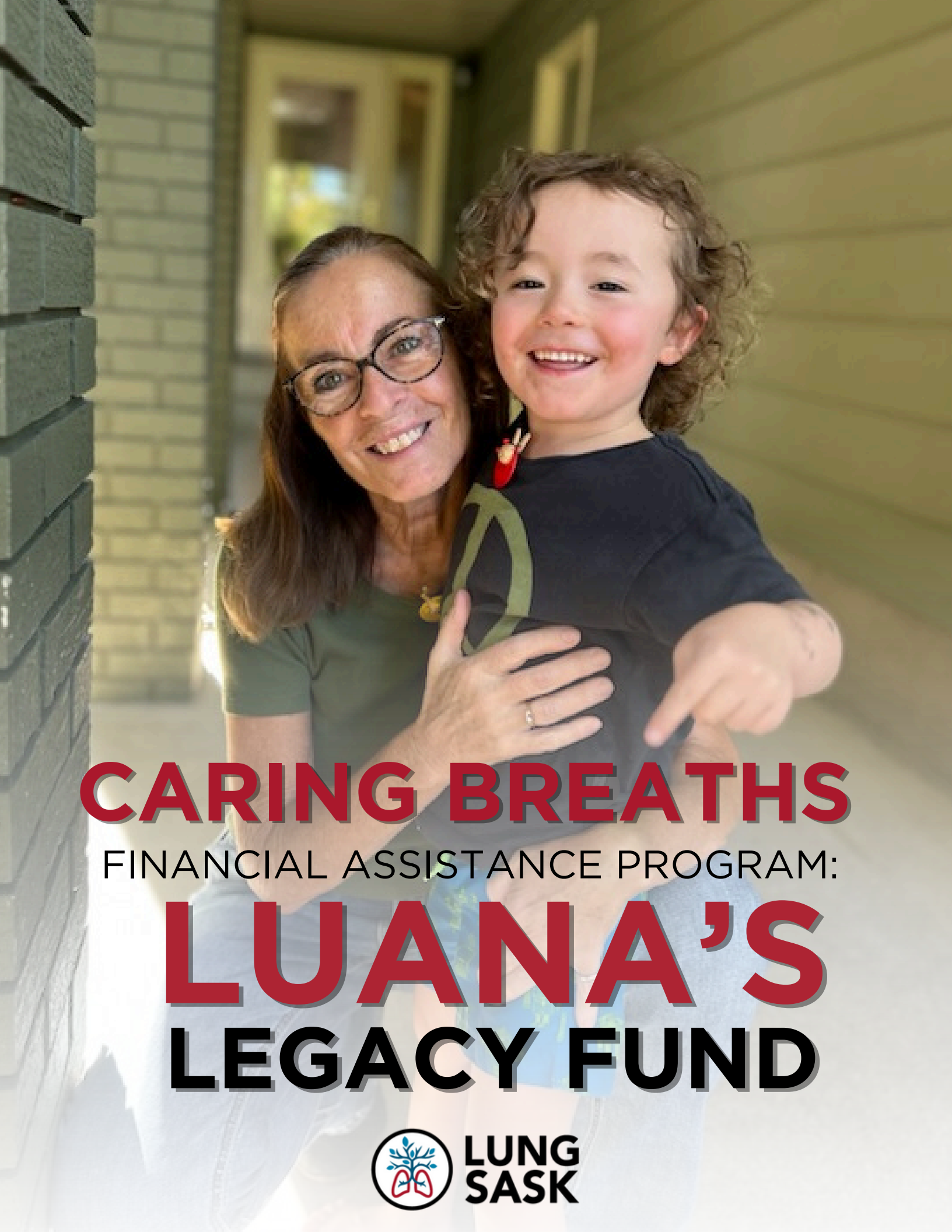




CARING BREATHS

FINANCIAL ASSISTANCE PROGRAM:

**LUANA'S
LEGACY FUND**



**LUNG
SASK**

About Luana

Luana Hiebert was an extraordinary Ambassador for Lung Saskatchewan. She bravely shared her story of radon-induced lung cancer, raising awareness, inspiring action, and helping to protect countless families. Her advocacy brought national attention to radon testing and mitigation, and her efforts raised more than \$66,000 to improve lung health in Saskatchewan in just a few short months. Luana's courage and determination turned her diagnosis into a mission to protect others - transforming personal leadership into hope for countless families across Saskatchewan.

"In December 2023, I had a chest X-ray that revealed a considerable mass in my upper right lung. Two days after Christmas, I was diagnosed with Stage 4 lung cancer. It was a devastating blow, especially since I've always lived an active, healthy life. I hiked, biked, and didn't smoke. Cancer was the last thing I expected.

When I started to research online, I was led to Lung Saskatchewan, which was very informative. I learned I needed to get my house tested for radon, and after testing, discovered radon levels were over twice the recommended limit. It tested the highest at my drain pipe which was right beside my gym. So I was on my treadmill and spin bike, right where radon levels were highest.

I'm grateful I tested my home, but it breaks my heart to think this lung cancer could have been prevented. If only I had known how easy it was to test my home and fix the high radon levels. If more people knew about the dangers of radon exposure and took action, much suffering could be prevented.

Lung cancer is often caught too late, and I want to change that. If sharing my story helps just one family avoid what I'm going through, it will have been worth it. Please test your home for radon to keep you and your family safe."

~Luana



Luana's Legacy Fund

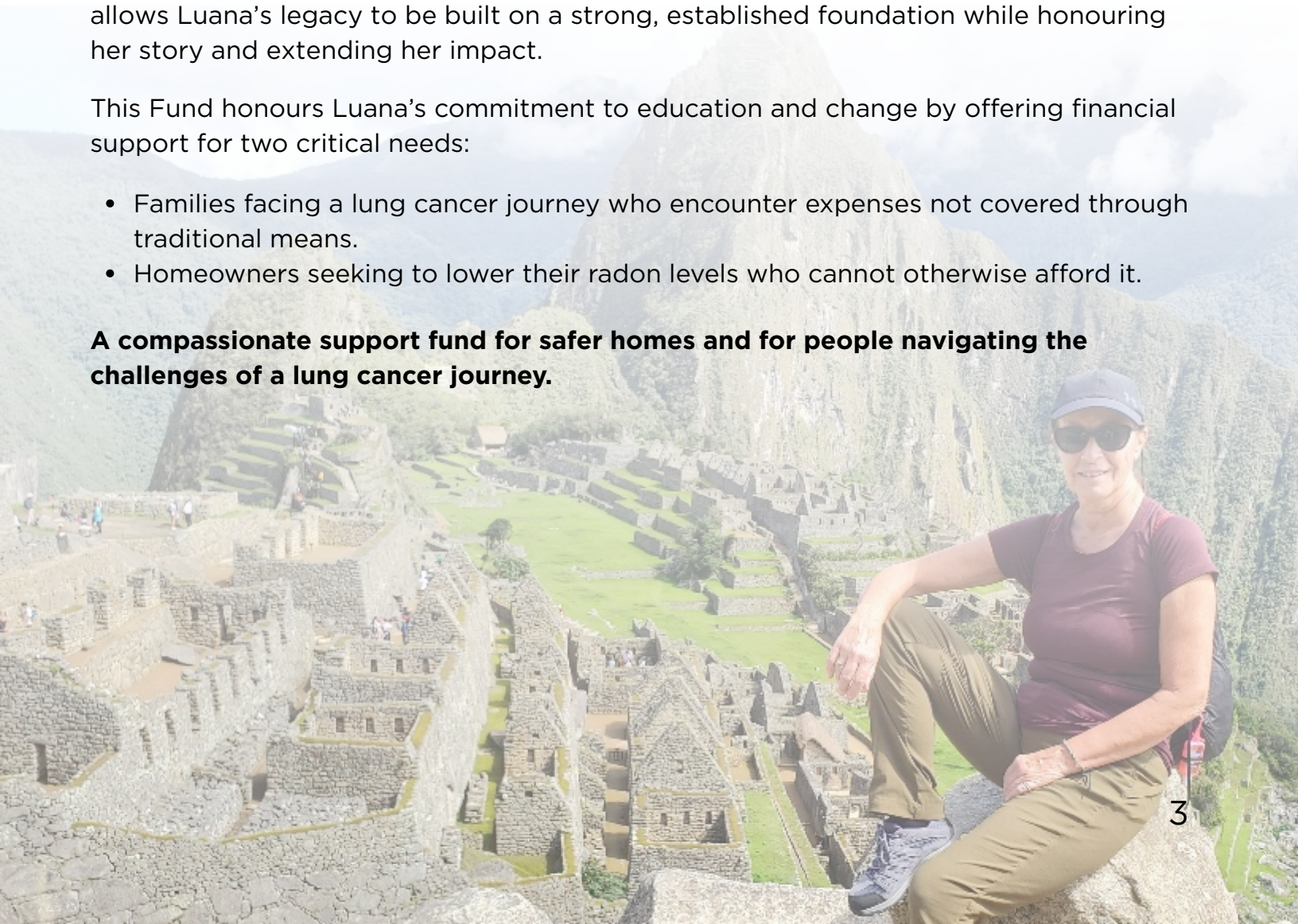
A compassionate support fund for safer homes and people undergoing a lung cancer journey.

Luana's Legacy will be offered under the umbrella of **Lung Saskatchewan's Caring Breaths Financial Assistance Program**, which was previously supported by Conexus Credit Union. Caring Breaths helps Saskatchewan families cover essential costs not supported by the provincial system, such as the substantial expenses tied to out-of-province lung transplants, pulmonary rehabilitation or radon mitigation to reduce the risk of lung cancer. As a dedicated branch of the Caring Breaths program, **Luana's Legacy Fund will focus specifically on supporting anyone on a lung cancer journey or in need of radon mitigation** ensuring families who face these unique challenges have access to a compassionate support fund when no other options exist. This structure allows Luana's legacy to be built on a strong, established foundation while honouring her story and extending her impact.

This Fund honours Luana's commitment to education and change by offering financial support for two critical needs:

- Families facing a lung cancer journey who encounter expenses not covered through traditional means.
- Homeowners seeking to lower their radon levels who cannot otherwise afford it.

A compassionate support fund for safer homes and for people navigating the challenges of a lung cancer journey.



Why Your Support Matters

- **Radon is the second leading cause of lung cancer in Canada**, and Saskatchewan is a known hot spot with **1 in 3 homes** testing higher than the Health Canada recommended guideline.
- Lung cancer is the deadliest cancer, killing more Canadians than breast, ovarian, colon, and prostate cancers **combined**.
- Financial barriers are real. **Many families cannot afford mitigation costs or out-of-pocket expenses during a lung cancer journey.**

As a champion, partner, or community sponsor, your support directly helps families breathe easier - turning compassion into action through Luana's Legacy Fund.

A 2022 Lung Saskatchewan survey of homeowners who had tested for radon, **60% of those who had high results but had not yet mitigated were due to financial barriers.**



2026 Sponsor Opportunities

Champion Sponsor \$5,000

- Recognition as a Champion Sponsor of Luana's Legacy Fund
- Logo with hyperlink on Lung Saskatchewan's website (Luana's Legacy webpage)
- Recognition in tribute/promotional video
- Featured thank you in Lung Saskatchewan's monthly newsletter (circulation 32,000+)
- Featured recognition and story on Lung Saskatchewan's social media platforms (Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960)
- Campaign badge for your website identifying you as a "Luana's Legacy Champion Sponsor"
- Four complimentary tickets to the Fall Impact Luncheon
- Logo recognition in Lung Saskatchewan's Annual Report

Partner Sponsor \$2,500

- Logo on Luana's Legacy webpage
- Recognition on Lung Saskatchewan's social media platforms (Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960)
- Name recognition in Lung Saskatchewan's newsletter and e-blasts (32,000+)
- Acknowledgement in Lung Saskatchewan's Annual Report
- Campaign badge for your website identifying you as a Partner Sponsor

Community Sponsor \$1,000

- Logo on Luana's Legacy webpage
- Recognition on Lung Saskatchewan's social media platforms (Reach: Facebook, 3.8K; Instagram 1.1K; X/Twitter, 2.3K; LinkedIn 960)
- Campaign badge for your website identifying you as a Community Sponsor

Sponsorship dollars will be allocated to the Caring Breaths - Luana's Legacy Fund and the 2025 radon education campaign.

Let's Bridge the Gap Together

Sponsoring Luana's Legacy Fund demonstrates your company's commitment to:

- Protecting Saskatchewan families from radon exposure.
- Supporting lung cancer patients when they face uncovered expenses.
- Honouring the legacy of a woman whose courage continues to inspire.

Sponsors will be prominently recognized through:

- *Web & Social Media*: Strong presence on Lung Saskatchewan's online platforms.
- *Publications*: Recognition in newsletters, e-blasts, and the Lung Saskatchewan Annual Report.
- *Events*: Acknowledgement at advocacy events, fundraisers, and community education opportunities.
- *Legacy Storytelling*: Integration into tribute materials highlighting Luana's inspiring story.
- ***Other forms of recognition that may be meaningful to your company.***



Join Us

Your sponsorship ensures that families facing the financial burdens of lung cancer and or radon mitigation are not left without help. **Together, we will honour Luana's bravery, compassion, and advocacy building a fund that changes lives for years to come.**

Contact:

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