



# 2014 | ANNUAL REPORT



WE ARE A **FORCE** TO BE RECKONED WITH



# LEADING THE WAY IN LUNG HEALTH

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## Our Vision

A world free of lung disease.

**The American Lung Association** is leading the way in helping all Americans to breathe easier. Thanks to the dedicated efforts of donors, volunteers, program and event participants and staff, we continue to be America's trusted source for lung health education, lung disease research, support, programs, services and advocacy.

From our earliest days leading the fight against tuberculosis, to today's efforts in tobacco control, we are advancing our mission through research, education and advocacy for healthy air and fighting against lung cancer, asthma, chronic obstructive pulmonary disease (COPD) and other lung diseases. The Lung Association today is a nationwide force, leading the way to achieve our vision of a world free of lung disease. Leadership comes with responsibility and we are grateful for the trust you've placed in us to turn your support into lung health and air quality solutions.

## Our Mission

To save lives by improving lung health and preventing lung disease.

Thank for you for your enduring and generous support in this last fiscal year. Together, we have made tremendous progress in our mission to save lives by improving lung health and preventing lung disease. In the last year, the American Lung Association has put the spotlight on lung cancer, the #1 cancer killer of both men and women in America. We launched our exciting new initiative, LUNG FORCE, to fight against lung cancer and for lung health. We've funded more lung cancer research than at any time in our history, and we continue to be recognized for our work in important tobacco and healthy air milestones. We couldn't have done this important work without you.

In this report, we'll mark some of the highlights from fiscal year 2014, including the 50th anniversary of the Surgeon's General's report linking smoking with lung cancer, followed by the new Surgeon General's report stating that smoking is deadlier today than it was 50 years ago. We have more work to do in reducing tobacco use and preventing lung disease and have joined other public health organizations to issue a bold challenge to the nation to reduce smoking rates to 10 percent in 10 years.

In May, we launched LUNG FORCE, our public awareness and fundraising initiative, in which we call on all Americans to raise their voices to defeat lung cancer. The statistics around lung cancer are shocking, and the reality is that anyone can get lung cancer. Only a force of many can take on lung cancer and win. And the American Lung Association is leading that fight. Our plan, through LUNG FORCE, is to invest \$15 million: \$10 million for lung cancer research and \$5 million to further health education and awareness for early detection, patient services and education, biomarker testing and clinical trials.

As part of this important effort, we teamed up with CVS Health, who brought LUNG FORCE to their colleagues and customers with a June in-store promotion to support our LUNG FORCE fundraising goal. We also stood with CVS Health as they announced their groundbreaking decision to eliminate tobacco products from their 7,800 CVS/pharmacy locations nationwide and put public health first.

The American Lung Association's leadership in the fight for healthy air, through our Healthy Air Campaign, was highlighted on June 2 when we hosted President Barack Obama on a national conference call to announce the EPA's proposed Clean Power Plan to reduce carbon pollution from power plants and address climate change. President Obama highlighted the health benefits of the plan, including prevention of childhood asthma attacks and premature death. More than 22,000 people, including many leaders in public health, joined that call to learn about the EPA's proposal.

On behalf of our National Board of Directors, our dedicated staff and our passionate volunteers, we thank you for helping support the American Lung Association. We look toward the new fiscal year with excitement about the progress yet to be made, and we invite you to join us as we renew our commitment to a world free of lung disease. Together, we are leading the way in lung health.



A handwritten signature in black ink that reads "Ross P. Lanzafame".

Ross P. Lanzafame, Esq.  
National Board Chair



A handwritten signature in black ink that reads "Harold Wimmer".

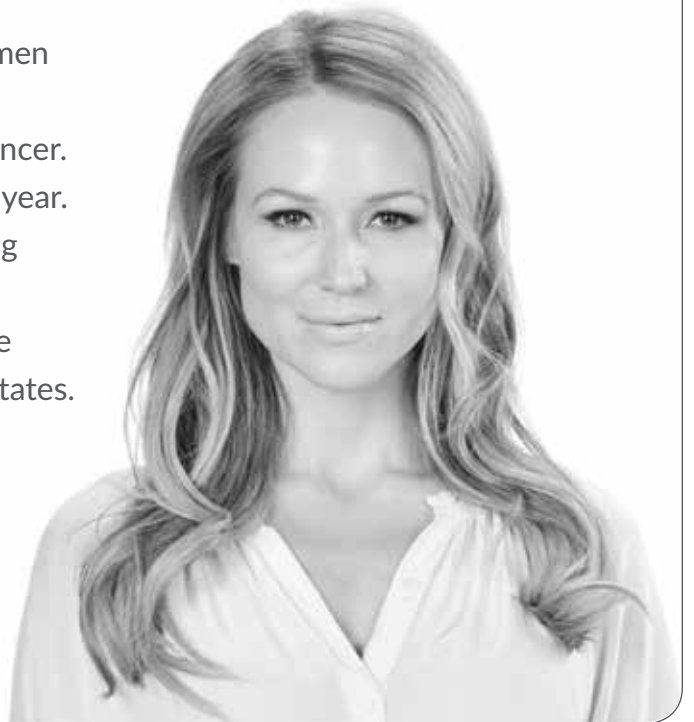
Harold P. Wimmer  
National President and CEO

Lung cancer is an urgent health crisis in America, killing more people than any other cancer. The American Lung Association is dedicated to reducing lung cancer's terrible toll. We launched LUNG FORCE to make lung cancer a national priority. We've significantly increased our lung cancer research funding, and are continually developing and improving support resources for lung cancer patients and their caregivers.

# UNDERSTANDING LUNG CANCER

## Did you know?

- Anyone can get lung cancer.
- Lung cancer is the leading cancer killer of both women and men in America.
- Close to 400,000 Americans are living with lung cancer.
- Nearly 160,000 Americans die of lung cancer each year.
- More than two thirds of people diagnosed with lung cancer have never smoked or are former smokers.
- In 1987, lung cancer surpassed breast cancer as the leading cancer killer among women in the United States.
- The five-year survival rate for lung cancer is 17 percent, among the lowest for all types of cancers.
- Funding for lung cancer research lags behind other major causes of death in the U.S.



LUNG FORCE spokesperson,  
singer/songwriter Jewel



## What Is LUNG FORCE?

We are facing a crisis in women's health. Every five minutes, a woman in the U.S. is diagnosed with lung cancer, and every eight minutes, a woman dies from lung cancer. In the last 37 years, the lung cancer death rate has risen 98 percent among women, while falling 28 percent among men.

The American Lung Association asked women across the country about their perceptions around lung cancer and the results were published in the Women's Lung Health Barometer. Only one percent of women knew that lung cancer was the #1 cancer killer of both women and men.



# LUNG FORCE HAS THREE PRIORITIES:

- Make lung cancer a cause that people care about – and act on
- Educate and empower patients, caregivers and healthcare providers
- Raise critical funds for lung cancer research



From L to R: Valerie Harper, Helena Foulkes - Executive Vice President, CVS Health and President, CVS/pharmacy and Kellie Pickler



## A Turquoise Takeover



LUNG FORCE launched with the help of national presenting sponsor CVS Health on May 13, 2014. LUNG FORCE Heroes (lung disease patients, survivors, caregivers and healthcare providers) teamed up with lung cancer researchers and LUNG FORCE sponsors at the launch event. Actress, author and LUNG FORCE Hero Valerie Harper, singer/songwriter Jewel, country music singer Kellie Pickler and NASCAR driver Mackena Bell have all joined LUNG FORCE to share how lung cancer has touched their lives and to raise awareness and funds for LUNG FORCE. Jewel wrote and recorded LUNG FORCE's signature song, "Sing On," with all proceeds from sales going to support the cause.



In fiscal year 2015, LUNG FORCE Expos will offer education and support for lung disease patients, caregivers and healthcare providers. LUNG FORCE Walks will bring together those fighting for lung health to raise money to support the LUNG FORCE goals.

## LUNG FORCE Launch, BY THE NUMBERS:

932 million media impressions

33.6 million social media impressions

33,300 visits to LUNGFORCE.org

3,310 took the LUNG FORCE pledge

50 TV news anchors wore turquoise in support

113 landmarks illuminated in turquoise

105 National Women's Lung Health Week proclamations issued

25 meetings held with Congress to fight for increased lung cancer funding

22 key media outlets attended national media day



### Through LUNG FORCE, We Have Committed To:

- Invest \$10 million in lung cancer research and \$5 million in increasing public health promotion including awareness of early detection tools, such as CT screening.
- Provide patients with information about clinical trials and biomarker testing.
- Advocate for increasing federal funding for lung cancer research from \$213 million today to \$300 million by 2020.



### Join the FORCE

Momentum is growing and there are many ways for women, men and children to join the FORCE and stand together for a life free of lung disease. Visit [LUNGFORCE.org](http://LUNGFORCE.org) and learn more.



**Beckie Geary** has good reason to be a strong advocate for the American Lung Association mission – she’s a lung cancer survivor.

Beckie grew up in Oregon, in a house where everybody smoked. She and her siblings used to make a game out of diving under the “cloud of smoke” that would pollute their house daily. After picking up her first cigarette at 11 years old, it took Beckie nearly 10 years of intermittent smoking to finally quit.

After being smokefree for nearly 30 years, Beckie was shocked when her doctor told her she had lung cancer. “I was scared, first and foremost,” Beckie later recalled.

Beckie had surgery to remove her entire left lung, followed by months of difficult chemotherapy. Fortunately, Beckie had the support of friends who aided in her recovery. She also had the support of the American Lung Association.

At the time, Beckie lived in an apartment above a chain smoker. The smoke drifted up into Beckie’s apartment, and she knew she couldn’t live there any longer. That’s when Beckie turned to the Lung Association, which helped her locate smokefree housing.

Beckie has now been cancer free for eight years. Following her recovery, she began speaking out against tobacco use. Through her efforts, Mt. Hood Community College went smokefree in 2010, and was among Oregon’s first community colleges to eliminate smoking on campus.

Today, Beckie is an active Lung Association volunteer. She has even testified before the EPA and visited the offices of both of her senators to advocate for protections against air pollution. Beckie shared her story about the impact that air pollution has on her ability to breathe, and described how, as a nurse, she frequently sees patients who are suffering from lung diseases that are exacerbated by dirty air.

“I’m proud to work with the American Lung Association, to fight lung cancer and help others to not go through what I did.”





## FUNDING RESEARCH

has been a cornerstone of the Lung Association's fight against lung disease for more than a century.

Last year, our donors again made it possible to fund close to \$9 million for exceptional researchers seeking treatments and cures for lung diseases, including asthma, COPD and lung cancer.

- The Awards and Grants Program fosters laboratory, patient-centered and social behavior research to prevent, treat and hopefully find a cure for all lung diseases.
- The nearly 70 grants funded through the Awards and Grants Program included projects on asthma, COPD, lung cancer, lung infections and rare lung disorders, as well as research on important risk factors such as smoking and air quality.

- The Asthma Clinical Research Centers (ACRC) is the nation's largest network conducting asthma clinical trials outside the pharmaceutical industry. In FY14, ACRC programs funded nearly 90 scientists. The ACRC has recently expanded its research portfolio to include COPD. Now known as the Airways Clinical Research Centers, it will remain the nation's largest not-for-profit network of clinical research centers with an enhanced mission of improving asthma and COPD care through clinical research in diverse populations.
- ACRC also published results of the Study of Nasal Steroids in Asthma trial in the *Journal of Allergy and Clinical Immunology*. The trial found that treatment of chronic sinusitis with nasal corticosteroids did not improve asthma control.



## LUNG CANCER



- Our Lung Cancer Discovery Award was expanded to fund early detection projects in addition to treatment proposals.
- In FY14, we increased funding for lung cancer research projects by 17 percent over the year before.
- The Lung Cancer Expert Medical Advisory Panel was formed to assist in the examination of lung cancer and provide strategic advice on lung cancer.

### TREVER BIVONA, MD, PHD: Improving Lung Cancer Treatment



**Dr. Trever Bivona, of the University of California, San Francisco,** is on the front lines of the battle to cure lung cancer. His groundbreaking work is supported by the American Lung Association Lung Cancer Discovery Award. Dr. Bivona is trying to improve the effectiveness of a promising lung cancer drug called Tarceva (scientific name is Erlotinib). Tarceva is a targeted therapy that is less toxic and more effective against specific tumors than other therapies, but it does not result in cures because lung cancers develop resistance to the drug over time. Dr. Bivona and his team have discovered that a protein called AXL causes the resistance to Tarceva. Their goal is to counteract this resistance so that Tarceva can more effectively improve the survival of lung cancer patients.



Every year, the American Lung Association helps people manage their lung disease, overcome their nicotine addiction and live healthier lives. Last year, we expanded our suite of education and support tools for patients with lung disease and their caregivers.

WE PROVIDED EDUCATIONAL AND LUNG HELPLINE SUPPORT TO MORE THAN **220,000 PEOPLE**



- Nationwide, we provided educational support to more than 100,000 people, helping smokers quit and supporting those impacted by lung disease.
- The Lung HelpLine assisted more than 120,000 callers with lung health and tobacco cessation questions.
- During COPD Awareness Month (November) we hosted a nationwide public webinar that helped COPD patients connect with social support, like our Lung Connection Community and Better Breathers Clubs.
- Thanks to a Community Transformation Grant from CDC, we worked with 11 communities over the last three years to reduce tobacco use and exposure, with an emphasis on reducing tobacco-related health disparities.
- With support from Anthem, Inc., the Quitter in You campaign targeted tobacco users in 14 markets across the country and let them know that it's not unusual to try several times before quitting for good and that the American Lung Association is here to help.
- Our Freedom From Smoking® and Not-On-Tobacco® (N-O-T) programs continued to help thousands of teen and adult smokers quit. Because not everyone quits smoking the same way, we also offered Freedom From Smoking Online and one-on-one cessation counseling through the Lung HelpLine.
- With support from the CDC, we worked to help students with asthma have improved access to their asthma medication in school.
- We continued to reach adults with asthma and caregivers with the necessary steps to improve their asthma management through our Asthma Basics online course. 2014 saw a 150 percent increase in course completions.
- Our Facing Lung Cancer: Support from Day One website launched a “share your story” campaign that highlighted stories of hope, challenges and courage and put a real face on lung cancer. Many of these brave storytellers have become leading LUNG FORCE Heroes.

## RECOGNIZING ASTHMA-FRIENDLY SCHOOLS

Asthma is one of the leading causes of absenteeism in schools across the country. Our Asthma-Friendly Schools Initiative (AFSI) provides tools and resources to assist local communities in planning and implementing comprehensive asthma management programs within local schools. Our AFSI Champion Awards recognize schools taking the steps to provide a safe and healthy learning environment for students, faculty and staff. In 2014, with support from EPA and Genentech, we recognized seven AFSI Champion Gold Award winning schools from the North East Independent School District in San Antonio, TX, and two AFSI Champion Silver Award winning schools from Springfield Public Schools in Springfield, MA.

Diane Rhodes, the lead asthma educator for San Antonio's North East Independent School District, is a true asthma champion. Using the AFSI tools, she succeeded in developing one of the most successful school-based asthma management programs in the nation for her district. You can see Diane's award-winning story *Every School Should be Asthma-Friendly* by visiting the Lung Association's YouTube channel.



Every year, the American Lung Association fights to defend your right to breathe healthy air, free of air pollution or tobacco smoke, and works to support government programs that benefit lung health.

In FY14, we made significant headway in the

## FIGHT FOR HEALTHY AIR



- 2014 marked the 50th Anniversary of the Surgeon General's landmark 1964 report on smoking and health. We joined other health partners to recognize 50 years of progress, and laid out three bold goals:
  - Reduce smoking rates, currently at about 18 percent, to less than 10 percent within 10 years.
  - Protect all Americans from secondhand smoke within five years.
  - Ultimately eliminate the death and disease caused by tobacco use.
- Our "State of Tobacco Control 2014" report highlighted the urgent need for our nation to renew its commitment to eliminate tobacco-caused death and disease.
- We have advocated aggressively to ensure that FDA extends its oversight to previously unregulated tobacco products including e-cigarettes, cigars and other products.
- The American Lung Association testified at a hearing to urge Medicare to cover low-dose CT scans for lung cancer for high-risk individuals and submitted detailed recommendations to the Centers for Medicare and Medicaid Services (CMS). We also launched an online petition where 17,000 people took action to urge CMS to cover this lifesaving early detection.



Thanks to the Lung Association's leadership in reducing the health burden of air pollution and climate change, President Obama joined a nationwide conference call with National President and CEO Harold Wimmer and American Lung Association in Ohio Volunteer Kathleen "Kat" Frey to highlight the importance of reducing carbon pollution from power plants. President Obama highlighted the need to protect people with asthma and other vulnerable populations; Kathleen helped personalize the message, sharing how important healthy air is for her son, who has asthma.

**More than 22,000 people participated in the call.**

- We successfully pushed EPA to adopt new standards for cleaner gasoline and cleaner vehicles that will reduce air pollution across the nation. Our leadership resulted in American Lung Association President and CEO Harold Wimmer joining EPA Administrator Gina McCarthy for that announcement, to underscore the importance of reducing air pollution to protect lung health.
- Our 15th annual “State of the Air” report received wide media coverage throughout the year. The report shows that nearly one in two Americans still live in areas where the pollution levels earn them a grade of “F.”
- We won several court cases in the fight for healthy air, including a Supreme Court decision that upheld the protections from the pollution blown across state lines.
- National President and CEO Harold Wimmer received the U.S. Public Health Service’s Health Leadership Award, recognizing the American Lung Association’s 50 years of leadership in reducing tobacco-caused death and disease. The award was presented by Acting U.S. Surgeon General Boris Lushniak and Dr. Leland Fairbanks, U.S. Public Health Service Commissioned Officer Medical Director (Captain), retired.
- The American Lung Association continues to work aggressively on tobacco control efforts around the country. Last year, National President and CEO Harold Wimmer attended a celebration of progress in Illinois where the American Lung Association of the Upper Midwest honored Chicago Mayor Rahm Emanuel with the 2014 Impact Award for the city’s historic year in tobacco control initiatives.
- The American Lung Association advocates for increased federal funding in lung health research at the National Institutes of Health for better diagnoses, treatments, prevention, cures and detection of lung diseases including asthma, COPD, lung cancer and tuberculosis.
- The American Lung Association led the campaign to save the Centers for Disease Control and Prevention’s National Asthma Control Program from elimination. We now continue our leadership in working with champions on Capitol Hill to increase funding for state programs to reduce the terrible burden of asthma in our communities.



## HEALTHY AIR CAMPAIGN

- In the past year, the American Lung Association’s Healthy Air Campaign successfully secured significant victories in the fight for healthy air, ensuring that the U.S. Environmental Protection Agency (EPA) advanced strong federal policies to reduce pollution from tailpipes and smokestacks across the nation. When fully implemented, these healthy air safeguards will result in thousands of lives saved, tens of thousands of asthma attacks and heart attacks avoided, and will help prevent millions of missed school or work days due to illness.
- The campaign’s strategic approach, including building a strong coalition of health and medical leaders, sharing the powerful stories of volunteer advocates, and highlighting the health burdens of air pollution in the media, proved to be a highly effective way to neutralize those opposed to healthy air safeguards and advance our policy goals.



**The White House honored Dan Dolan-Laughlin**, American Lung Association volunteer and recipient of a double lung transplant, is a “Champion of Change” who is working on the front lines to protect our health in a changing climate. “I’m someone for whom air quality means the difference between life and death,” said Dan. “For people with lung disease, it is important to understand that climate change is caused by air pollution. Higher temperatures fueled by climate change can enhance the conditions that make ozone pollution,

and ozone is dangerous to people with lung diseases like COPD and asthma.”

He has since given testimony in EPA hearings on automobile tailpipe emissions and power plant pollution. He regularly leads Lung Association Better Breathers Club meetings to help others cope with COPD and volunteers to meet with government officials in support of stronger healthy air regulations.



For decades, the American Lung Association has educated people about the dangers of cigarette smoking to lung health. To help ensure this lifesaving message can continue, Mary Alice Loomis has established a legacy gift to the American Lung Association of the Upper Midwest through her will.

Mary Alice's ties to the American Lung Association go back to the beginning of her career as an elementary school teacher. In the cramped teacher's lounge of her school, she discovered she was allergic to the secondhand smoke that filled the room and immediately wanted to do something about it.

"I could smell smoke on my students," explains Mary Alice. "And I could see the impact it had on me and the children, especially those who suffered from asthma."

Mary Alice's personal struggle and her desire to help her students led her to the Lung Association, where she became an early advocate and supporter of their local efforts to first restrict smoking in restaurants, and eventually to restrict it in all buildings. She contacted her local legislators over the years and urged them to pass smokefree legislation, which finally came to fruition in her home state of Wisconsin.

After seeing the positive impact Lung Association tobacco prevention programs had on her students, she decided to include the American Lung Association in her estate plan. She feels her bequest and support of the Lung Association will support her goal of "helping to keep smoke out of children's lungs today and in the future."

"If sharing my story can encourage others to support the Lung Association through legacy giving, I feel it will multiply the benefits from my own gift."

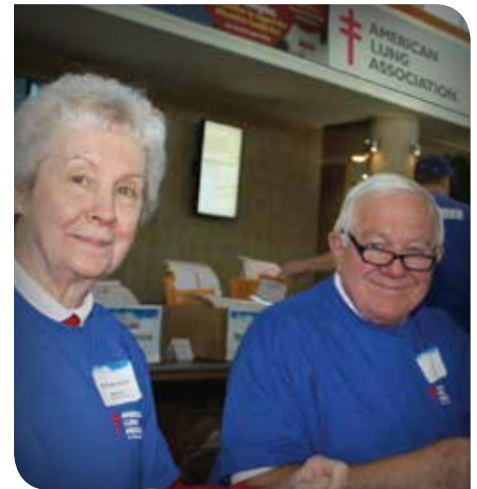
We're thankful for Mary Alice's support over the years and look forward to accomplishing even more together.



**Without our donors, it would be impossible** to deliver our mission-related work, which includes advocacy, education and research. We are grateful for the many dedicated donors who support the American Lung Association with gifts large and small.

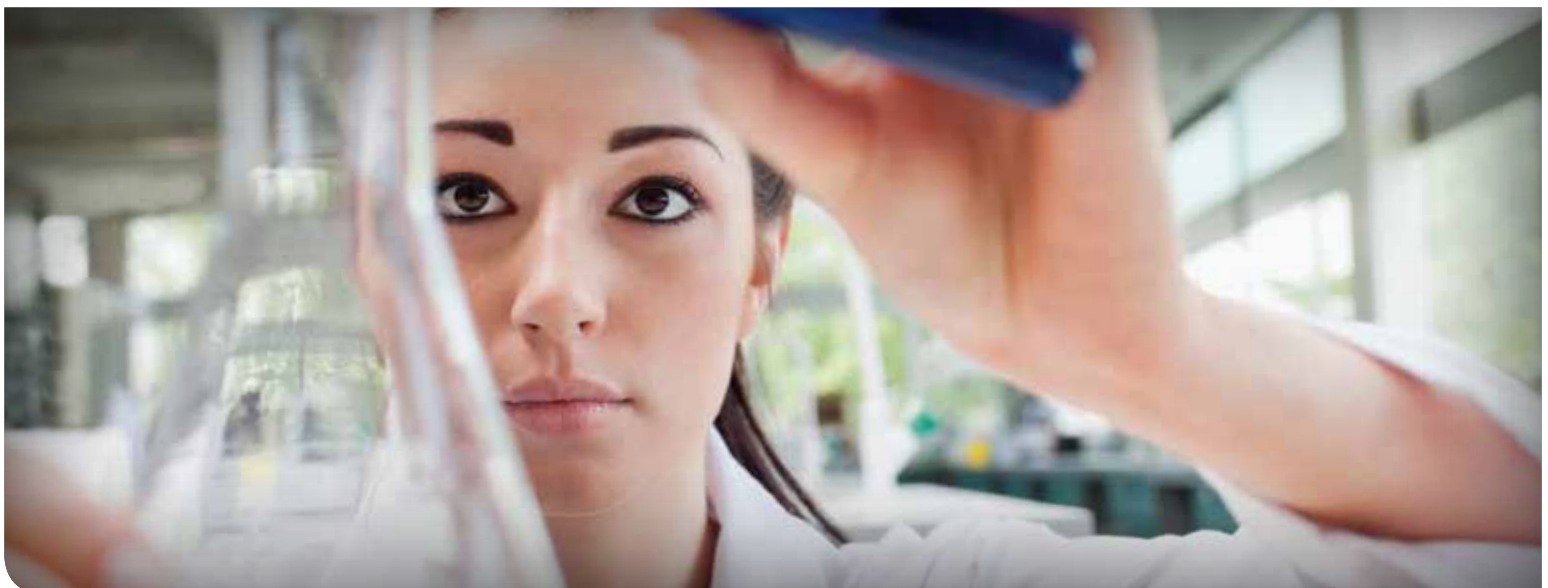
**Education Programs** - Support from our donors, both private and corporate, helps us develop health education and support programs, including:

- LUNG FORCE Expos, offering lung disease education and resources
- Facing Lung Cancer: Support from Day One, an online resource for lung cancer patients and their loved ones
- Freedom from Smoking, the gold standard in smoking cessation programs
- Better Breathers Clubs, helping lung disease patients live better lives
- Asthma Basics, helping people understand asthma and better support asthma patients



Donations also fund our **Lung HelpLine** (1-800-LUNGUSA), which is staffed by experienced registered nurses, respiratory therapists and certified tobacco cessation specialists, who provide answers to lung health questions about topics including lung cancer, asthma and smoking cessation.

**Research** - The Lung Association funds a broad spectrum of medical research grants and awards that advance the fight against lung diseases like lung cancer, asthma, COPD, pulmonary fibrosis and many others. The support of our donors makes them vital partners in unlocking the secrets of lung disease – leading to better treatments and cures.





**Advocacy** - Through the generosity of our donors, the Lung Association is able to advocate for lung health at the national, state and local levels. We fight to ensure adequate funding for federal research and health programs, to protect clean air and for tobacco control legislation that will protect our children's health.

**Fundraising** - The American Lung Association raises critical funds for research, programs and services through fundraising events.



Fight for Air Climb



LUNG FORCE Walk



Trek Across Maine

In FY14, friends, family and corporate sponsors came together at American Lung Association climbs, walks, runs, cycling events, galas and golf outings to raise more than \$19 million to support research, advocacy, education and services. More than 65,000 participants and volunteers and 1,200 corporate sponsors made these fundraising events a success and helped bring us closer to our vision of a world free of lung disease.

## Partners

3M Company  
 Actavis  
 CVS Health  
 Eli Lilly and Company  
 Energy Foundation  
 IQAir North America, Inc.  
 The William and Flora Hewlett Foundation

## Supporters

Active Network  
 America's Charities  
 Anonymous  
 AstraZeneca  
 BNY Mellon Community Partnership  
 Boehringer Ingelheim  
 Brown Foundation, Inc.  
 Cepheid  
 Community Health Charities  
 Eaton & Van Winkle LLP  
 Genentech, Inc.  
 JustGive.org  
 MetLife, Inc.  
 Network for Good  
 Novartis  
 Pfizer Inc.  
 Sanofi Pasteur  
 Sunovion Pharmaceuticals Inc.  
 The MGIVE Foundation  
 The New York Community Trust  
 Thompson Habib Denison  
 Turner Foundation, Inc.

## Health Industry Council

Actavis  
 AstraZeneca  
 Eli Lilly and Company  
 GlaxoSmithKline  
 Sanofi Pasteur

## Revenue

Contributions, Gifts and Grants	\$5,505,675
Fundraising Events	3,957,738
Related Organizations	6,966,325
Government Grants	1,331,126
Program Service Revenue	27,577,044
Other Revenue	1,811,236
In-kind Contributions	8,133,419

**Total Revenue** **\$55,282,563**

## Expenses

Program Services	\$49,509,172
Fundraising	239,728
Management & General	2,388,486

**Total Expenses** **\$52,137,386**

Change in Net Assets from Operations 3,145,177

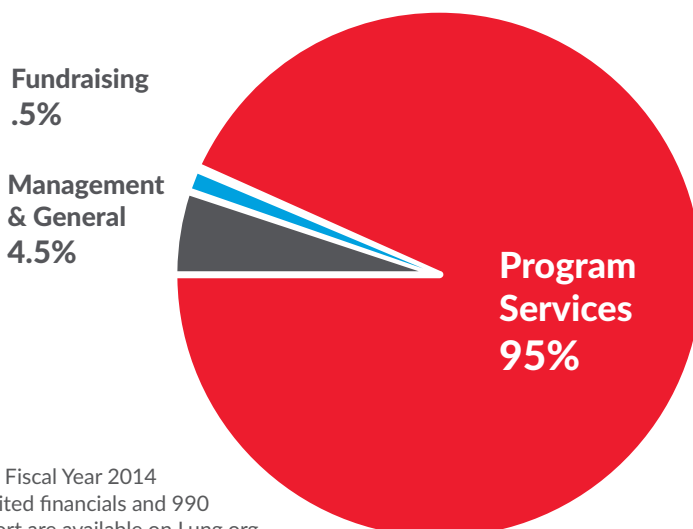
Non-Operating Activities 855,182

**Total Change in Net Assets** **\$4,000,359**

Net Assets at Beginning of Year 8,438,638

**Net Assets at End of Year** **\$12,438,997**

## Where Your Dollars Go



The Fiscal Year 2014 audited financials and 990 report are available on Lung.org.



## STRATEGIC FRAMEWORK

**OUR Mission:** To save lives by improving lung health and preventing lung disease.

**OUR Vision:** A world free of lung disease.

### STRATEGIC IMPERATIVES

Defeat lung cancer

Improve the air we breathe so it will not cause or worsen lung disease

Reduce the burden of lung disease on individuals and their families

Eliminate tobacco use and tobacco-related diseases

Monitor and enhance organizational effectiveness

### AREAS OF FOCUS | GOALS

Reduce lung cancer deaths

Attain strong air pollution health standards

Serve as the premier resource for lung health

Cut adult and youth smoking rates

Increase and diversify revenue

Build and expand LUNG FORCE

Eliminate exposure to secondhand smoke

Improve quality of life for COPD and asthma patients

Increase research funding

Increase volunteer engagement

### GUIDING PRINCIPLES

Advocacy, education, research, awareness and engagement are equally critical to achieving our mission.

We believe in evidence-based and data-driven decision making and measurable impact.

Building a diverse, active and engaged pool of volunteers is integral to the success of our mission.

We must overcome health disparities to ensure universal lung health.

We are driven by innovation, transparency, initiative and ethical practices.



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