

American Lung Association  
Emily Bissell Heritage Society

**National Gift Planning Center**  
**American Lung Association**  
61 Broadway, 6<sup>th</sup> Floor  
New York, NY 10006

**1-800-701-4009**

For more than 100 years, the American Lung Association and Lung Association affiliates throughout the United States have worked together in the fight against lung disease.

We need your support to fight lung disease, the third leading cause of death in the U.S. Contact your local American Lung Association to find out how you can help.

[www.lungusa.org](http://www.lungusa.org)



*Improving Life, One Breath at a Time*

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“Though we take things as we find them, we can always leave them better.”

From *Taking and Leaving* by Emily Bissell, founding leader of what is today the American Lung Association

In the late 1800s tuberculosis (TB) was the most feared disease in the world. Emily Bissell, a leader of what is today the American Lung Association, found a creative way to raise money to “Stamp Out Tuberculosis.”

Emily was asked by her cousin, Dr. Joseph Wales, to raise \$300 to keep a TB sanatorium open so the patients would not be sent home to die or spread the disease to other people. Emily decided to take on the challenge, and became the Lung Association’s first fundraiser.

Emily sat down and sketched a design for a “Christmas Seal” – a red cross centered in a half wreath of holly above the words “Merry Christmas.” She borrowed \$40 from friends and had 50,000 Seals printed. Emily started her own one-woman campaign to emphasize how donating would help fight the battle against TB. President Theodore Roosevelt

endorsed Emily’s campaign, and by the time the holiday season ended, \$3,000 had been raised – ten times the initial goal. Emily dedicated the rest of her life to the anti-tuberculosis movement.

Thanks to the generosity of friends like you, a cure for TB was found. Since Emily’s time, the American Lung Association has expanded its efforts to fight all lung diseases. Our mission to prevent lung disease and promote lung health remains as strong today as it was generations ago.

Today, our vision is to continue to:

- fund vital research on the causes of and treatment for lung disease;
- remain a leader in tobacco control and air quality efforts;
- educate children and adults with lung disease on managing their condition.

# Our History



Children at a sanatorium exposed to cold air, as part of the treatment for TB. (Early 1900s)



Emily Bissell buys the first Christmas Seal® sold in the United States in the Wilmington, Delaware, post office. December 7, 1907.



The first Christmas Seal



## Help Us Keep Our Vision Alive by Joining the Emily Bissell Heritage Society

Throughout the years, you have supported the programs of the American Lung Association with your contributions, and we are deeply grateful for your commitment.

Because of your dedication to our mission, we would like to offer you a meaningful way to perpetuate your giving so that the Lung Association can continue to make a difference in the lives of millions of people.

***We invite you to join the Emily Bissell Heritage Society.***

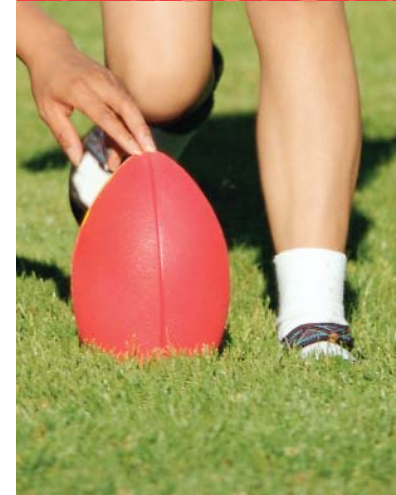
The Emily Bissell Heritage Society was created to recognize those supporters who have remembered the American Lung Association in their estate plans. We would greatly appreciate your joining this special group.

## Member Benefits

- You will know that your gift today will help future generations breathe easier.
- You will be invited to events hosted by your local American Lung Association.
- You will be kept informed about the work of the American Lung Association, nationwide and in your community.
- You will be listed as a member of the Society in American Lung Association publications (unless you prefer to remain anonymous).
- You will receive a special memento as an expression of our thanks and appreciation.



Our  
The mission of the American Lung Association is to prevent lung disease and promote lung health.



Our  
Help Us Keep  
Our Vision Alive  
for a World  
Free of Lung  
Disease  
Vision



## How to Join

### **BEQUEST**

After providing for your family and loved ones, you can remember the American Lung Association in your will for a specific dollar amount or a percentage of whatever is remaining in your estate.

### **CHARITABLE GIFT ANNUITY**

You can make a gift of cash or appreciated securities, and in return, you and/or others will receive fixed, guaranteed payments for the rest of your life, along with favorable tax benefits.

### **CHARITABLE TRUST**

You can set up a trust that provides you with current income for life for yourself and/or loved ones. You will also receive favorable tax benefits. At the end of the term of the trust, the American Lung Association receives what is

remaining in the trust.

### **RETIREMENT PLANS**

You can name the Lung Association as a beneficiary of a retirement plan, enabling you to possibly avoid substantial estate and income taxes that would have been due if left to anyone other than a spouse.

### **LIFE INSURANCE**

You can transfer ownership of a life insurance policy that is no longer needed by your family to the Lung Association. Or, you can make the Lung Association the owner and beneficiary of a new policy. Either option may provide

#### **Contact Information**

If you are thinking about becoming a member, please contact:

National Gift Planning Center  
61 Broadway  
New York, New York 10006  
1-800-701-4009  
e-mail: [gift.planning@lungusa.org](mailto:gift.planning@lungusa.org)

# Join Us

To become an Emily Bissell Heritage Society member or for further information with no obligation, return the enclosed confidential reply form to your local American Lung Association office or to the American Lung Association National Gift Planning Center.

*(Your local Lung Association will be notified.)*



The US Postal Service honored Emily Bissell with a stamp in 1980.