


JOIN US IN THE FIGHT FOR AIR.

2009 ANNUAL REPORT

 **AMERICAN
LUNG
ASSOCIATION**[®]
OF THE UPPER MIDWEST

Dear Friends:



Fiscal Year 2009 brought new and exciting changes to the American Lung Association of the Upper Midwest and we're eager to share with you our many achievements. We've structured our Annual Report to align with our new Strategic Platform to help better explain our mission and the vital initiatives made possible through your generous support.

Each section explores one of our four areas of focus—Adult Lung Disease, Childhood Lung Disease, Outdoor Air Quality, and Indoor Air Quality—to demonstrate what Fighting for Air means to those we serve throughout our seven state region. We wanted you to meet some of those whose lives have been touched by our life-saving programs and services. Their stories of hope, determination and success continue to drive the work of our staff and volunteers each and every day.

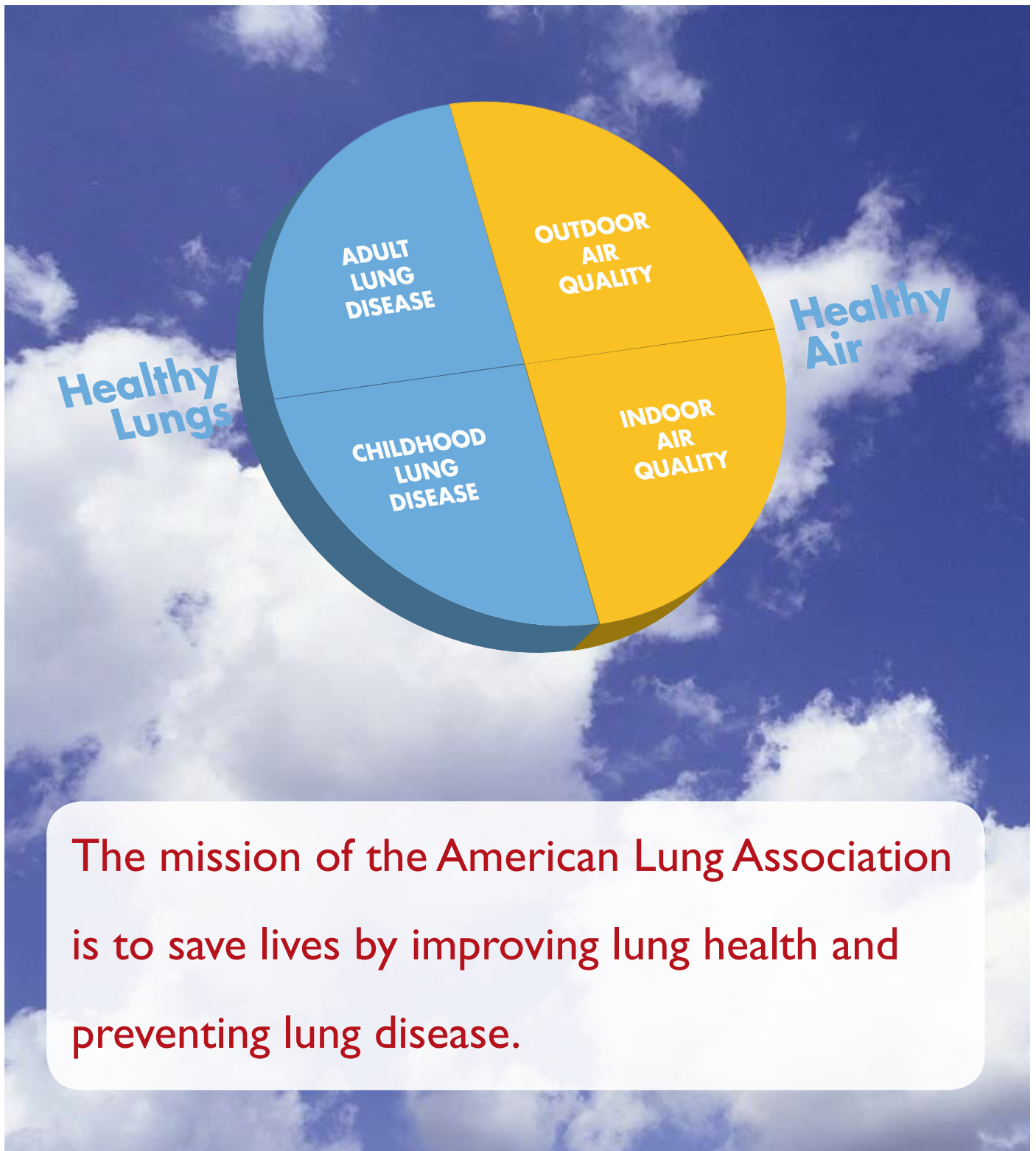
Throughout the pages of this report, you'll find insightful statistics that validate the relevance of our fight as well as an entire section devoted to the impact the American Lung Association of the Upper Midwest has had on combating these issues in Fiscal Year 2009.

*We can't do this work without the generosity of our loyal contributors. Thank you for making our mission, your mission. Together, we can continue advocating for healthy lungs and healthy air as we work toward a future free from lung disease. Until then, we are **Fighting for Air.***

Harold Wimmer
President & CEO

Robert Sobie
Board Chair

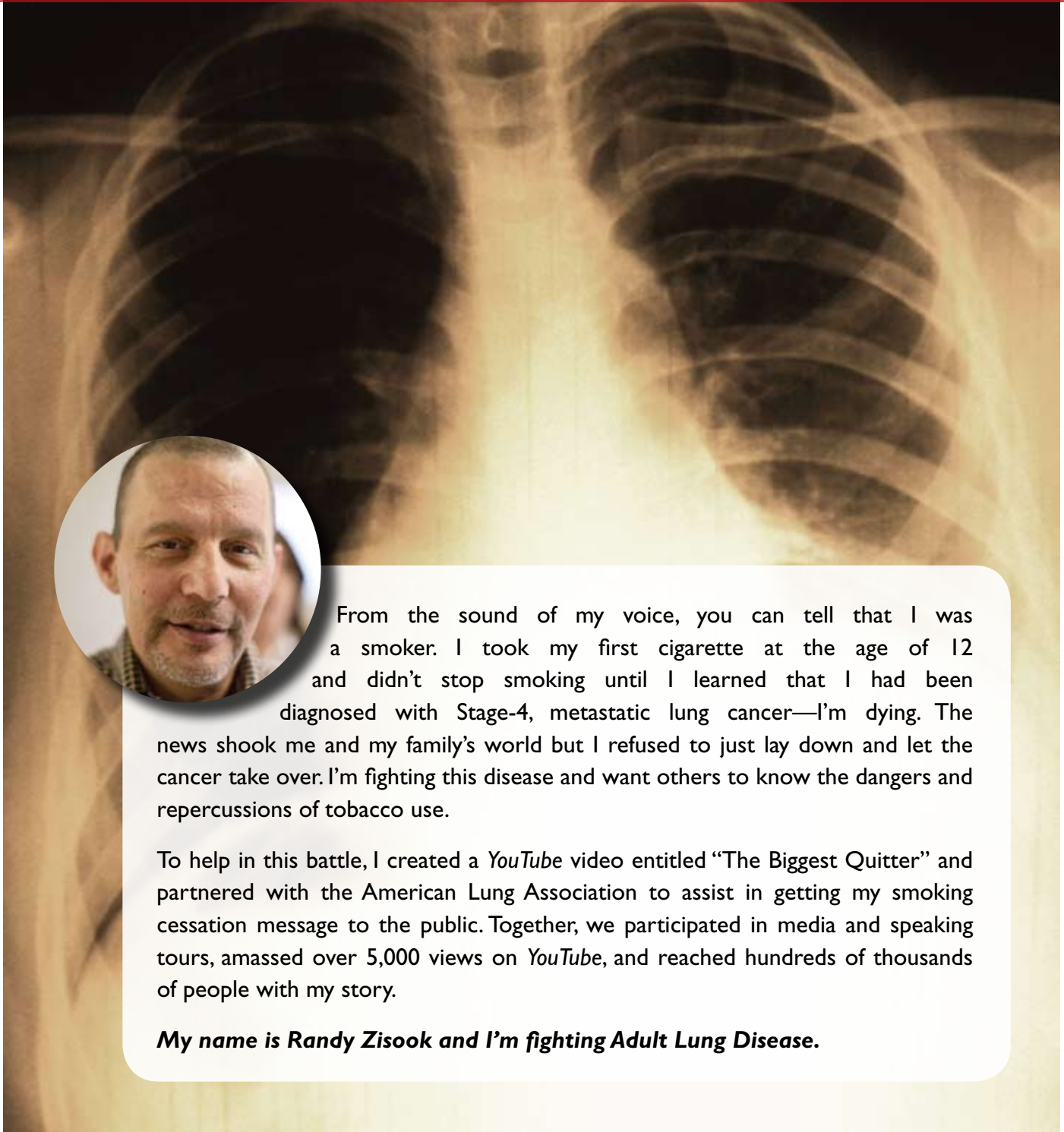
American Lung Association Platform



The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

Adult Lung Disease

Lung cancer is the #1 cancer killer in America.



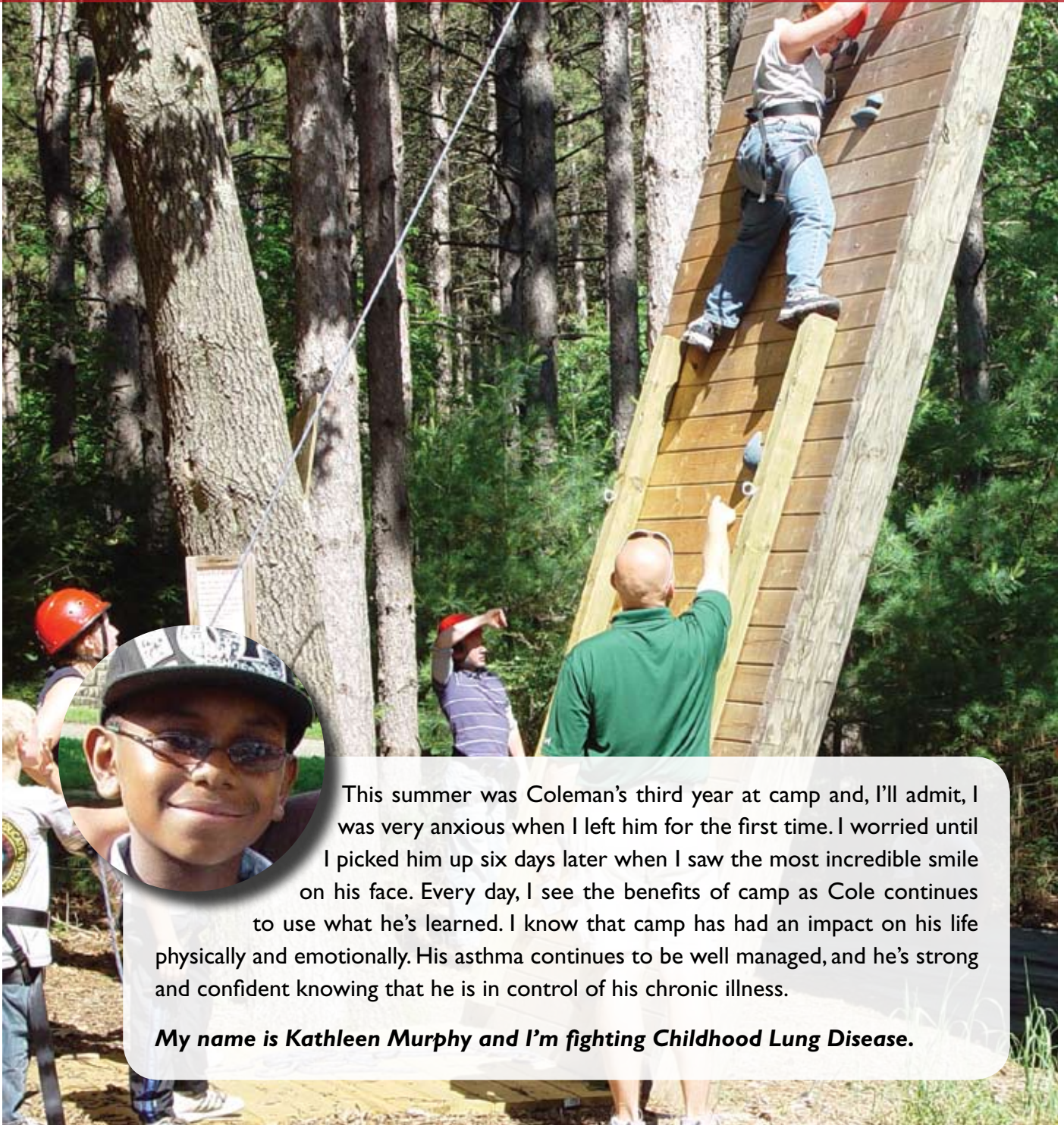
From the sound of my voice, you can tell that I was a smoker. I took my first cigarette at the age of 12 and didn't stop smoking until I learned that I had been diagnosed with Stage-4, metastatic lung cancer—I'm dying. The news shook me and my family's world but I refused to just lay down and let the cancer take over. I'm fighting this disease and want others to know the dangers and repercussions of tobacco use.

To help in this battle, I created a *YouTube* video entitled "The Biggest Quitter" and partnered with the American Lung Association to assist in getting my smoking cessation message to the public. Together, we participated in media and speaking tours, amassed over 5,000 views on *YouTube*, and reached hundreds of thousands of people with my story.

My name is Randy Zisook and I'm fighting Adult Lung Disease.

Childhood Lung Disease

Asthma is the leading serious chronic illness in children and affects nearly 22.9 million Americans.

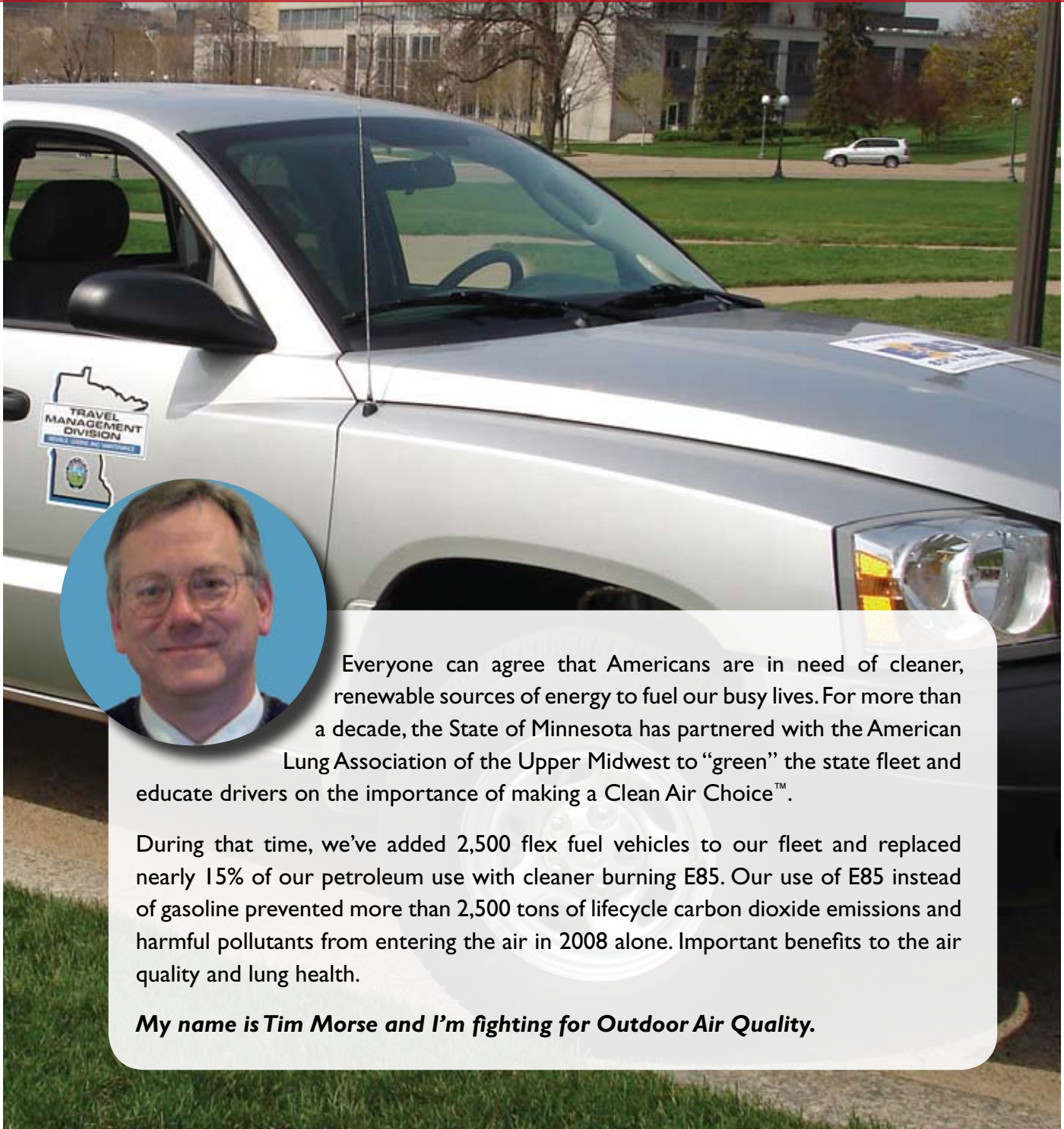


This summer was Coleman's third year at camp and, I'll admit, I was very anxious when I left him for the first time. I worried until I picked him up six days later when I saw the most incredible smile on his face. Every day, I see the benefits of camp as Cole continues to use what he's learned. I know that camp has had an impact on his life physically and emotionally. His asthma continues to be well managed, and he's strong and confident knowing that he is in control of his chronic illness.

My name is Kathleen Murphy and I'm fighting Childhood Lung Disease.

Outdoor Air Quality

Motorized vehicles are the #1 single largest source of air pollution.



Everyone can agree that Americans are in need of cleaner, renewable sources of energy to fuel our busy lives. For more than a decade, the State of Minnesota has partnered with the American Lung Association of the Upper Midwest to “green” the state fleet and educate drivers on the importance of making a Clean Air Choice™.

During that time, we’ve added 2,500 flex fuel vehicles to our fleet and replaced nearly 15% of our petroleum use with cleaner burning E85. Our use of E85 instead of gasoline prevented more than 2,500 tons of lifecycle carbon dioxide emissions and harmful pollutants from entering the air in 2008 alone. Important benefits to the air quality and lung health.

My name is Tim Morse and I’m fighting for Outdoor Air Quality.

Indoor Air Quality

50,000 Americans die each year from exposure to secondhand smoke.



As a professional singer, a portion of my livelihood comes from singing in nightclubs and restaurants. Secondhand smoke filled my workplace and made it difficult for me to breathe and perform to the best of my ability. I was elated when I heard of the American Lung Association's lobbying efforts to help pass the Smoke-Free Wisconsin Act and bring clean air to public and work places across our state.

As a health-minded individual, I am delighted to hear that I may no longer have to deal with the effects of secondhand smoke whether singing, dining or socializing in these establishments.

My name is Pam Stemper and I'm fighting for Indoor Air Quality.

Fundraising and Special Events

Thanks to your continued support, our stairclimbs, lung walks, bicycle treks, golf outings, annual galas, and more raise valuable funds for the *Fight for Air* and create awareness within our communities about our important mission.



When our co-worker, Tom, announced his Stage-4 lung cancer diagnosis, it was like the air was sucked out of the room. We wanted to do everything we could to support him through this difficult time but didn't know where to start or how to organize. The American Lung Association helped us form a Lung Walk team to put our good intentions into action and show Tom how much he was admired and loved by his peers. We'll never forget Tom, or the joy that was on his face, when he saw 100 of his closest friends cheering him on along the route.

My name is Jennifer Stevens, Team Captain for the Stache Dashers, and I'm Fighting For Air.

Research

The American Lung Association of the Upper Midwest funds high quality research across all fields of lung health to make a difference now and provide hope for future discoveries.

Anna Birukova, MD

University of Chicago, Chicago, IL
Growth Factor May Play Role in Treating Acute Lung Injury

Konstantin Birukov, MD, PhD

University of Chicago, Chicago, IL
Can a Drug Used to Protect Against Radiation Damage Also Treat Lung Injury?

Navdeep Chandel, PhD

Northwestern University, Chicago, IL
Evaluating Immune System Protein's Role in Acute Respiratory Distress Syndrome

Lin-Feng Chen, PhD

University of Illinois at Urbana Champaign, Champaign, IL
Biomedical Research
Targeting Protein That Causes Inflammation in Asthma and COPD

Sergei Danilov, MD, MPH

University of Illinois, Chicago, IL
Uncovering Enzyme's Role in Pulmonary Hypertension

Kevin Legge, PhD

University of Iowa, Iowa City, IA
Finding a Way to Help the Immune System Fight Off Bacterial Infections After Influenza

Latania Logan, MD

Children's Memorial Hospital, Chicago, IL
How Do Hardy Bacteria in the Lung Withstand Antibiotic Treatment?

Farahnaz Movahedzadeh, PhD

University of Illinois, Chicago, IL
Genes May Provide Insight About Latent Tuberculosis

Beatriz Quinchia-Rios, PhD, DDS

University of Wisconsin, Madison, WI
Airway Remodeling Research May Benefit Patients With Asthma

Patrick A. Singleton, PhD

University of Chicago, Chicago, IL
Knowing Why Cell Barrier is Disrupted May Lead to ARDS Treatment

Janet Thomas, PhD

University of Minnesota, Minneapolis, MN
Comparing Two Methods to Encourage Home Smoking Bans

Jian Zhang, MD

University of Chicago, Chicago, IL
Controlling IgE Production Key to Treating Allergic Asthma

Wenwu Zhang, PhD

Indiana University, Indianapolis, IN
Investigating How Airway Smooth Muscle Contracts in Asthma

ASTHMA CLINICAL RESEARCH CENTERS PARTICIPANTS

Malcolm Blumenthal, MD

University of Minnesota, Minneapolis, MN

Michael Busk, MD

Indiana University, Indianapolis, IN

Lewis Smith, MD

Northwestern Center for Clinical Research, Chicago, IL

Adult Lung Disease

We're fighting for research, education, advocacy, and cures for America's deadliest lung diseases.

- Our Lung HelpLine's registered nurses, respiratory therapists, and tobacco cessation specialists answered **35,226** calls about lung health in the region.
- Facilitators trained in our gold standard Freedom From Smoking® program encouraged **55,380** people to quit their deadly addiction to cigarettes.
- We reached **9,000** participants in our lung disease management education programs like Better Breathers Clubs, Respiratory Rally™, and pulmonary rehabilitation support groups.

Childhood Lung Disease

Keeping our children and teens healthy through smoking prevention programs, influenza and H1N1 resources, and asthma education is one of our top priorities.

- We educated nearly **12,000** children, teens, and young adults with our tobacco prevention and cessation services.
- Our *Faces of Influenza* media campaign resulted in over **30 million** impressions and educated families about where to find the nearest clinic for their flu and H1N1 vaccinations.
- Children who attended our asthma camps had a **75%** decrease in hospitalizations for the 12 months following camp.

Indoor Air Quality

Throughout the Upper Midwest, we spend most of our time inside. Keeping our indoor air clean helps everyone breathe easier.

- Throughout the American Lung Association of the Upper Midwest **5** out of seven states passed smoke-free legislation, including Wisconsin and South Dakota in fiscal year 2009.
- We remediated homes in the region that tested positively for radon and provided kits for homeowners to test for themselves.
- Our outreach efforts in our region's tribal communities resulted in over **3,200** homes with indoor air free from smoke, pet dander, and other allergens affecting the air quality in their homes.

Outdoor Air Quality

We're leading the nation's clean air movement by promoting cleaner burning fuels, clean vehicles, and the importance of reducing air pollution.

- 140 new E85 stations have been added in the Upper Midwest—bringing the total to **1,044** and accounting for 50% of the nation's stations.
- We're leading the clean fuel initiative by advocating for new legislation and facilitating the use of biodiesel—a domestic, renewable fuel that reduces hydrocarbons, particulate matter, and carbon monoxide by up to **65%**.
- **194** educational events brought the health benefits of clean fuel and vehicle choices to thousands of motorists.

Balance Sheet

June 30, 2009

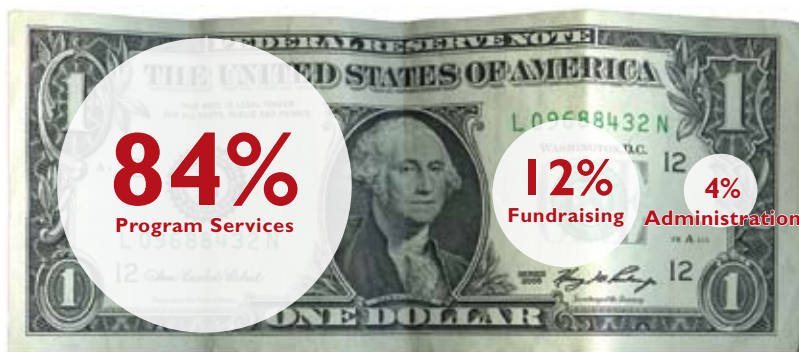
Assets

	2009			2008 Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Current Assets				
Cash and cash equivalents	\$ 2,928,970	\$ 399,214	\$ -	\$ 3,328,184
Current receivables				
Accounts and grants receivable, net	1,448,477	-	-	1,448,477
Pledges and bequests receivable, net	-	383,585	-	383,585
Notes receivable	307,483	-	-	307,483
Prepaid expenses and other assets				
Prepaid expenses	134,175	-	-	134,175
Inventories	79,488	-	-	79,488
Total current assets	4,898,593	782,799	-	5,681,392
Noncurrent Assets				
Investments	7,164,818	718,858	102,967	7,986,643
Noncurrent notes receivable	365,482	-	-	365,482
Property and equipment, net	4,847,429	-	-	4,847,429
Cash surrender value of life insurance policy	-	54,364	-	54,364
Beneficial interest in gift annuities	-	587,416	-	587,416
Beneficial interest in charitable trusts	-	1,731,000	464,100	2,195,100
Total noncurrent assets	12,377,729	3,091,638	567,067	16,036,434
Total assets	\$17,276,322	\$ 3,874,437	\$ 567,067	\$ 21,717,826

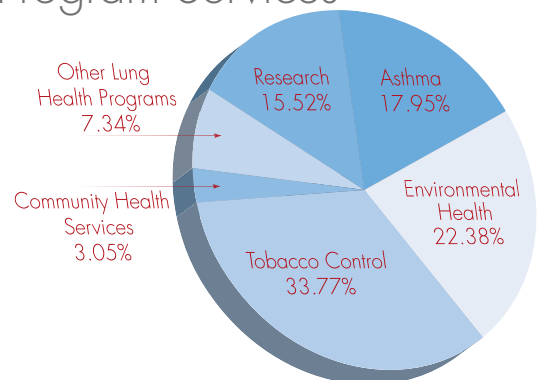
Liabilities and Net Assets

Current liabilities				
Accounts payable and accruals				
Accounts payable - general	\$ 490,948	\$ -	\$ -	\$ 490,948
Accounts payable - national	635,191	-	-	635,191
Accrued expenses	162,496	-	-	162,496
Deferred revenue	1,088,867	119,725	-	1,208,592
Accrued pension and postretirement plan liabilities	2,573	-	-	2,573
Total current liabilities	2,380,075	119,725	-	2,499,800
Noncurrent liabilities				
Noncurrent deferred revenue	370,482	-	-	370,482
Gift annuities obligations	-	469,901	-	469,901
Accrued pension and postretirement plan liabilities	2,050,649	-	-	2,050,649
Total noncurrent liabilities	2,421,131	469,901	-	2,891,032
Total liabilities	4,801,206	589,626	-	5,390,832
Net assets				
Unrestricted	12,475,116	-	-	12,475,116
Temporarily restricted	-	3,284,811	-	3,284,811
Permanently restricted	-	-	567,067	567,067
Total net assets	12,475,116	3,284,811	567,067	16,326,994
Total liabilities and net assets	\$17,276,322	\$ 3,874,437	\$ 567,067	\$ 21,717,826

Where does your dollar go?



Program Services



Statement of Activity

for the year ended June 30, 2009

	2009			2008 Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
Operating public support and revenue				
Public support				
Direct mail				
Christmas Seals	\$ 1,989,636	\$ -	\$ -	\$ 1,989,636
Other direct mail	3,399,693	-	-	3,399,693
Residential campaign	61,340	-	-	61,340
Vehicle donation program and miscellaneous	1,123,845	-	-	1,123,845
Special events				
Special events gross revenue	1,648,275	-	-	1,648,275
Special events direct expenses	(296,894)	-	-	(296,894)
Other contributions				
Combined federal campaign	241,071	-	-	241,071
Memorials	337,321	-	-	337,321
Bequests	946,700	377,446	-	1,324,146
Individual gifts	295,137	69,618	400	365,155
Corporate gifts	25,797	87,317	-	113,114
Foundation gifts	35,089	185,330	-	220,419
In-kind contributions	<u>2,313,865</u>	<u>-</u>	<u>-</u>	<u>2,313,865</u>
Total public support	<u>12,120,875</u>	<u>719,711</u>	<u>400</u>	<u>12,840,986</u>
Revenue				
Corporate grants	1,992,497	-	-	1,992,497
Government grants	4,831,445	-	-	4,831,445
Interest and dividends	281,568	-	-	281,568
Program service fees	<u>969,327</u>	<u>-</u>	<u>-</u>	<u>969,327</u>
Total revenue	<u>8,074,837</u>	<u>-</u>	<u>-</u>	<u>8,074,837</u>
Assets released from restrictions				
Bequests	267,104	(267,104)	-	-
Individual gifts	158,507	(158,507)	-	-
Corporate gifts	191,356	(191,356)	-	-
Foundation gifts	<u>97,048</u>	<u>(97,048)</u>	<u>-</u>	<u>-</u>
Total net assets released from restriction	<u>714,015</u>	<u>(714,015)</u>	<u>-</u>	<u>-</u>
Sale of assets				
Sale of materials	197,481	-	-	197,481
Gain on sale of fixed assets	<u>77,252</u>	<u>-</u>	<u>-</u>	<u>77,252</u>
Total sale of assets	<u>274,733</u>	<u>-</u>	<u>-</u>	<u>274,733</u>
Other miscellaneous income	47,435	-	-	47,435
Total operating public support and revenue	<u>21,231,895</u>	<u>5,696</u>	<u>400</u>	<u>21,237,991</u>
Expense				
Program services				
Asthma	3,096,166	-	-	3,096,166
Environmental health	3,896,172	-	-	3,896,172
Tobacco control	5,813,111	-	-	5,813,111
Community health services	502,747	-	-	502,747
Other lung health programs	1,150,645	-	-	1,150,645
Research	<u>2,219,074</u>	<u>-</u>	<u>-</u>	<u>2,219,074</u>
Total program services	<u>16,677,915</u>	<u>-</u>	<u>-</u>	<u>16,677,915</u>
Support services				
Fundraising	2,526,172	-	-	2,526,172
Management and general	<u>730,048</u>	<u>-</u>	<u>-</u>	<u>730,048</u>
Total support services	<u>3,256,220</u>	<u>-</u>	<u>-</u>	<u>3,256,220</u>
Assessments to National	<u>1,135,290</u>	<u>-</u>	<u>-</u>	<u>1,135,290</u>
Total expense	<u>21,069,425</u>	<u>-</u>	<u>-</u>	<u>21,069,425</u>
Operating change in net assets	162,470	5,696	400	168,566
Nonoperating change in net assets				
Other comprehensive pension and postretirement plan losses	(666,329)	-	-	(666,329)
Change in split interest agreements	-	(238,297)	(156,517)	(394,814)
Realized loss on investments	(1,919,776)	-	-	(1,919,776)
Unrealized loss on investments	<u>(436,889)</u>	<u>-</u>	<u>-</u>	<u>(436,889)</u>
Change in net assets	(2,860,524)	(232,601)	(156,117)	(3,249,242)
Net assets - beginning of year - restated	<u>15,335,640</u>	<u>3,517,412</u>	<u>723,184</u>	<u>19,576,236</u>
Net assets - end of year	<u>\$ 12,475,116</u>	<u>\$ 3,284,811</u>	<u>\$ 567,067</u>	<u>\$ 17,980,055</u>

Our Partners and Donors

The American Lung Association of the Upper Midwest gratefully acknowledges the following for their outstanding leadership in supporting our mission.

Corporations, Foundations, and Government Partnerships \$1,000,000

Illinois Department of Public Health

\$500,000-999,000

Illinois Corn Growers Association
Minnesota Corn Growers Association
Wisconsin Department of Health Services

\$250,000-499,999

Iowa Department of Public Health
Minnesota Department of Health *
Minnesota Dept of Commerce, Office of Energy Security *
U.S. Department of Housing and Urban Development *

\$100,000-249,999

Armstrong Pharmaceutical Co.
Community Health Charities
General Motors Corp
Illinois Emergency Management Agency
Indiana State Department of Public Health
William Randolph Hearst Foundation

\$50,000-99,000

American Lung Association National Office
Anthem Blue Cross and Blue Shield Foundation
Boehringer Ingelheim Pharmaceuticals
Illinois Environmental Protection Agency
Madison Anti-Tuberculosis & Respiratory Disease Association
Minnesota Department of Health Asthma Program
Minnesota Soybean Growers Association
Northwestern Mutual Foundation
Teva Pharmaceuticals
U.S. Environmental Protection Agency *
United Way of Greater St. Louis Combined Federal Campaign
Wisconsin Corn Promotion Board

\$25,000-49,999

Alliance Sustainable Energy LLC
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Illinois Soybean Board
Konica Minolta
Medtronic Foundation
North Dakota Department of Commerce
South Dakota Soybean Research & Promotion Council
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U.S. Department of Energy Clean Cities
United Soybean Board

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Advocate Good Samaritan Hospital
Anthem Blue Cross and Blue Shield in Wisconsin
AstraZeneca Pharmaceuticals LP
Blowitz-Ridgway Foundation
CEFCU
Central DuPage Hospital
Chiro One Wellness Centers
Cooney Waters Group, Inc
DFT Ride for Charity
Fred C. and Katherine B. Andersen Foundation
Illinois Salon Departemental La Boutique 8/40
Jane Bradley Pettit Foundation
Johnson Controls Foundation

As a person with asthma, I learned so much from the American Lung Association; what my resources were, ways to better control my asthma, and who I could turn to—things my doctors never told me.

—Wendi Power

Keller Graduate School
Kindred Healthcare Illinois-Wisconsin
M & R Strategic Services Inc
Mercy Medical Center - Des Moines
Midwest Technical Consultants
Morgan Stanley Smith Barney
North Dakota Corn Growers Association
Phadia US Inc
SC Johnson Fund, Inc.
U.S. Bank
Wal-Mart Foundation
Wheaton Franciscan Healthcare
Whyte Hirschboeck Dudek, SC

* indicates multi-year funding

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\$5,000-9,999

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 Paul F. Olson
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 Penny Siewert
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 Sue & Rick Swan
 V.Wiencek

{ As a result of learning about my condition early on,
 I've maintained 70% of my lung function and live a
 normal life. }

—Peg Iverson, Alpha₁ Survivor

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 Indiana Office of Energy Development
 Ladish Company Foundation
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 WGN Radio 720
 WGN TV
 Wheel & Sprocket
 Whole Foods Market

\$1,000-2,499

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In-kind Corporate Gifts

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 Norma Jean Larson
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 Audrene Lojovich

It really made me feel good that so many people were willing to donate to me. My mother's spirit will help me get up those stairs even quicker than last year.
 —Johnny Maurisak, Stairclimb Participant

Joseph Finn
 Thomas N. Kelly
 William Kempiners
 Frederick Knater
 Dean Kopesky
 Karen & David Koplou & Family
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While we make every effort to be accurate and complete, we sincerely apologize if we misspelled or omitted any donor names. Please contact 1-800-LUNG-USA or info@lungum.org with any changes. Thank you for your support of the American Lung Association of the Upper Midwest.

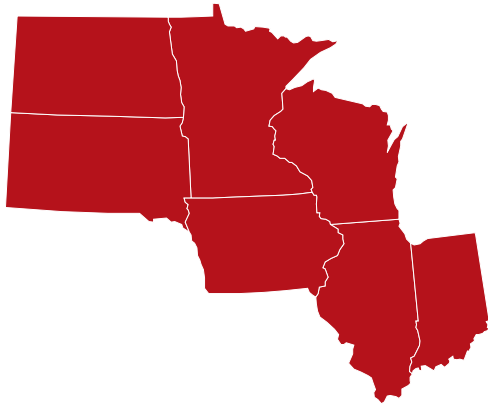
Emily Bissell Heritage Society

The Emily Bissell Heritage Society was created to recognize those supporters who have remembered the American Lung Association in their wills or other estate plans. Emily Bissell Heritage Society members help us continue to make a difference in the lives of millions of people across the Upper Midwest and ensure that future generations can breathe easier. You, too, can leave a legacy by including the American Lung Association of the Upper Midwest in your estate plans.

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—Mary Alice Loomis, Emily Bissell Heritage Society Member



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The American Lung Association of the Upper Midwest is a recognized public charity under Section 501(c)(3) of the Internal Revenue Code and is registered to do business in the states of Illinois, Indiana, Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin.

*We will breathe easier when the air in every
American community is clean and healthy.*

*We will breathe easier when people are free
from the addictive grip of cigarettes and the
debilitating effects of lung disease.*

*We will breathe easier when the air in our
public spaces and workplaces is clear of
secondhand smoke.*

*We will breathe easier when children no longer
battle airborne poisons or fear an asthma attack.*

*Until then, we are **Fighting for Air.***