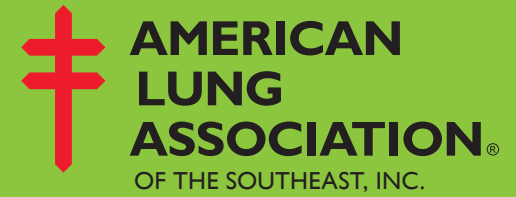


2009-2010 Annual Report

# Fighting For Air



# Fighting for healthy air and healthy lungs.

Dear Friends:

As we embark on a new year, one that will certainly be filled with exciting opportunities and challenges, we would like to take a moment to share some of the accomplishments in our Fight for Air. Throughout the last year, we approached making our vision of a world free of lung disease into a reality by focusing our work on three essential elements—research, advocacy and education.

Research continues to be a cornerstone in our Fight for Air. It is only through scientific review and analysis that we find cures and improve treatments for a myriad of lung diseases. The American Lung Association of the Southeast, Inc. continues to fund a variety of research grants and programs. We are proud to report that for every dollar invested by our organization, \$15 in support of lung disease research is generated.

The last year has also brought about a tremendous amount of positive legislative change, both at the state capitals and in our own backyards. Thanks to our dedicated lung advocates reaching out to elected officials, we were able to make significant strides in increasing the price of tobacco, protecting funding for vital research and tobacco education/prevention, and passing stronger smokefree air laws so everyone can breathe easier. Our advocacy work, whether on the local, state or national level, continues to make major advancements in accomplishing our goals for healthy air and healthy lungs.

The educational programs we provide to communities throughout Florida, Georgia and South Carolina allow us to reach a wide variety of people living with lung disease. This year we saw exciting developments in technology that allowed us to continue to expand this reach. Our *Freedom From Smoking® Online* program and the new *My Fighting For Air Community* provide online resources and information for people struggling with lung cancer and lung disease. Additionally, this year we educated thousands of adults and children on a variety of subjects relating to lung health.

All of our efforts, centered on a dedication to research, advocacy and education, would not be possible without the generous support of our volunteers and donors. We look forward to building upon our hard work in the coming year and succeeding at our mission: *to save lives by improving lung health and preventing lung disease.*

We thank you for all you do to improve the lives and lung health of your families, friends and neighbors.

Sincerely,

Martha C. Bogdan,  
President & Chief  
Executive Officer



*Martha C. Bogdan*

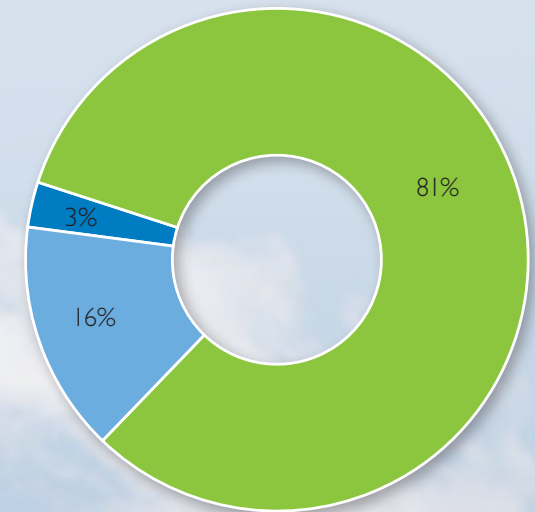
Alan D. Johnston, M.D.,  
Chairman of the Board



*Alan Johnston*

## The American Lung Association of the Southeast, Inc.

### 2009-2010 Functional Expenses



- Programs..... **81%**
  - Community Health Programs (11%)
  - Environmental Health (7%)
  - Lung Disease Education (42%)
  - Research (5%)
  - Smoking Education (16%)
- Fund Raising ..... **16%**
- Administration ..... **3%**

A complete Statement of Activities and Statement of Functional Expenses can be found at [www.LungFLA.org](http://www.LungFLA.org) under "About Us" or mailed to you by request by emailing [alaf@lungfla.org](mailto:alaf@lungfla.org) with your name and address.

# Fighting for a day when we can all breathe easier.

## RESEARCH:

- **Asthma Clinical Research Centers Attracting World's Best and Brightest Asthma Investigators**—The Asthma Clinical Research Centers (ACRC) have grown to become the largest not-for-profit network of clinical research centers dedicated to asthma treatment research. With ACRC sites in American Lung Association of the Southeast, Inc. territory, these clinical trials have helped answer important questions, like whether the flu vaccine was safe for asthmatics.
- **Developing Myth Busting Messages About a Tuberculosis Vaccine**—Joan Mangan, PhD, MST, at the University of Florida was funded by the American Lung Association of the Southeast, Inc. to analyze and create messages that facilitate good decision-making among the Hispanic population when it comes to tuberculosis (TB) testing and treatment.
- **Enzyme Could Help Protect Lungs Against Damage from Injury**—Umapathy Nagavedi Siddaramappa, PhD, working at the Medical College of Georgia, was granted research funds by the American Lung Association of the Southeast, Inc. to look at the b-NAD molecule and how it works to protect and repair a crucial cell layer in the lungs.

## ADVOCACY:

- **South Carolina Triumphs Over Tobacco**—As of July 1, 2010 South Carolina no longer has the lowest-in-the-nation cigarette tax. American Lung Association of the Southeast, Inc. lung advocates, along with many other supporters, was able to garner the required two-thirds votes in both the House and Senate to override a Governor's veto and pass a 50-cent cigarette tax increase.
- **Florida Protects Valuable Research and Prevention Funds**—In a legislative season fraught with large budget deficits, the American Lung Association of the Southeast, Inc. and its committed group of LungAction advocates succeeded in protecting important funding for biomedical research and ensuring that constitutionally-protected tobacco education and use prevention funds were not diverted to other campaigns.
- **Savannah Leads State in Smokefree Air**—Dedicated proponents of healthy air raised their voices in support of the City of Savannah's adoption of a comprehensive ordinance that makes all city workplaces and public places smokefree. The ordinance provides even more coverage than the State of Georgia's Smokefree Air Act, and requires smokers to step a minimum of 10 feet away from entrances, exits, windows, etc.

## EDUCATION:

- **Thousands Helped Through New Technology**—This year the American Lung Association introduced new and exciting online technology that provides programs and services to people with lung disease whenever, wherever they want. For instance, the Lung Cancer Clinical Trial Matching Service helps lung cancer patients learn more about clinical trials and identify studies specific to their treatment needs.
- **Kids with Asthma Have Fun, Learn**—This year the American Lung Association of the Southeast, Inc. is proud of its hard work educating thousands of students with asthma through programs like *Open Airways for Schools*. Additionally, hundreds of children and families with asthma participated in our summer camps and family weekends. The camps offer the unique opportunity for children with asthma to have a traditional camp experience under the watchful eye of trained medical professionals.
- **Support and Education for Those Living with Lung Disease**—In addition to our hard work with youth on issues like clean air and asthma, this year the American Lung Association of the Southeast, Inc. provided support and information on living with lung disease to thousands of our Better Breathers Club (BBC) participants, making our BBC network one of the largest in the country.

# Fighting for all the things that make air worth breathing.

## BOARD OF DIRECTORS

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