

BreatheIn!



AMERICAN
LUNG
ASSOCIATION®
Fighting for Air

Fighting
For A Day
We Can All
Breathe
Easier

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Fall / Winter 2010

New Resource for Lung Cancer Patients



The **Lung Cancer Clinical Treatment Matching Service**, a partnership of the American Lung Association and EmergingMed, helps lung cancer patients learn more about clinical trials and identify studies specific to their treatment needs. A clinical trial is a controlled research study of a specific treatment option that seeks to improve current treatment strategies and/or find new and better ones.

Studies are available for people diagnosed with all stages of lung cancer and can play an important role in lung cancer treatment and research.

To learn more, call 1-800-698-0931 or visit LungUSA.org and select "Lung Disease."

Fighting For A Day We Can All Breathe Easier

"I remember it all like it was yesterday. I was walking to my office. I always called and talked to my Mom and Dad on the way to work. This particular morning, my Dad answered and I heard something different in his voice. 'Amy, your Mom is not well. The X-rays indicated that there are several small spots on both lungs and a large mass on one of her lungs.'"

Amy's mother, Jeanie Utt, had been a third grade teacher for thirty years. She was the mother of three children and a loving wife. In June of 2006, Jeanie was diagnosed with Stage IV lung cancer. With daughter Amy at her side, she explored all her options and chose to seek clinical trials as a method of treatment.

Soon after her chemo began, Jeanie's son Jay announced he was engaged and the wedding date was set for the following October, 14 months away. Those months were filled with illness, treatments, exhaustion and determination. Against all odds, Jeanie attended Jay's wedding where she danced with all of the guests. The next month, Jeanie Utt passed away from lung cancer, surviving an incredible one and a half years post



diagnosis and just shy of her 40th wedding anniversary.

Lung cancer currently ranks as the most fatal cancer for both men and women, and approximately 365,000 people are living with the disease right now. Since her mother's death, Amy has set a personal goal to fight lung cancer. In March of 2009 Amy participated in the American Lung Association's Fight for Air Climb, a "vertical road race," and climbed 42 stories with her brother, Larry. Amy now serves as a local Leadership Board member, keeping herself immersed in the cause she so strongly believes in.

"My goal," says Amy, "is to spread lung cancer awareness and to raise funds to fight lung disease. We lost our mother to lung cancer on November 30, 2007. She may be gone from our sight, but she will remain in our hearts."



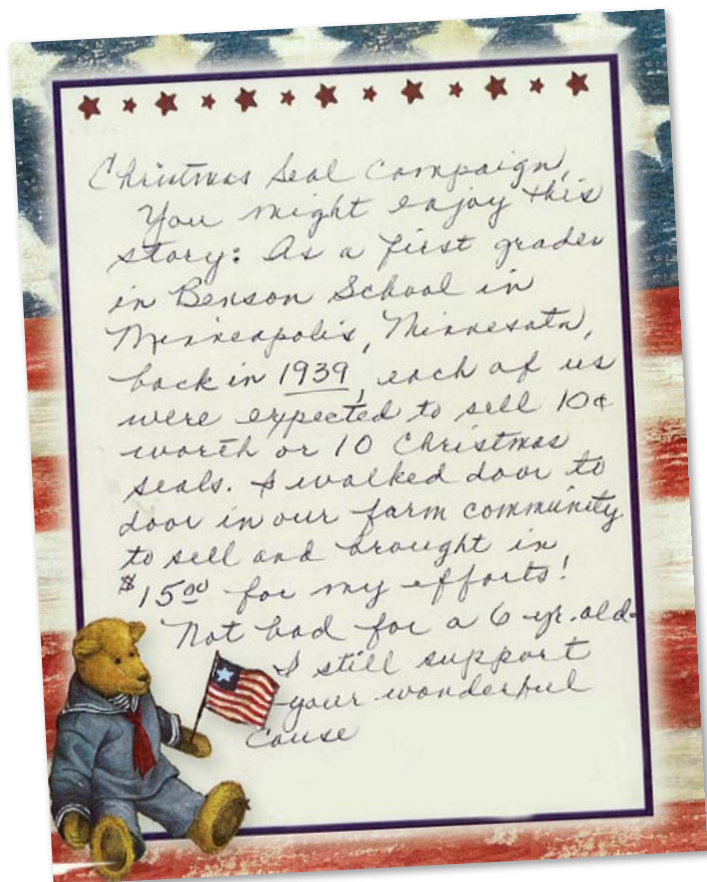
Another Year with Christmas Seals®

More than 10 million Americans will receive Christmas Seals® in their mailboxes this holiday season, courtesy of the American Lung Association. Beginning in 1907, these festive stamps have been a long-standing holiday tradition and one of the best tools for raising funds and spreading awareness about our mission.

The American Lung Association's Christmas Seals® originated to fight tuberculosis, and today they support our fight for healthy lungs and healthy air. Funds raised from the American Lung Association's Christmas Seals® campaign go towards combating some of these critical issues:

- Lung Cancer
- Childhood Asthma
- Tobacco Use
- Pollution
- Influenza

Christmas Seals® help us fight for air and for all the things that make it worth breathing this holiday season and throughout the year. To view this year's Christmas Seals®, and to learn how you can help, call 1-800-LUNGUSA or visit ChristmasSeals.org.



Providing a Way to Help



The new **My Fighting for Air Community** is a free and simple way for people with lung disease and their caregivers to receive support from an online community. Users create private, secure web pages where they can:

- Post photos and journal entries on medical matters and other aspects of their daily life.
- Organize a “care coordination calendar” that includes items for which help is needed, such as transportation, meals and household chores.

To learn more about this new online tool, visit LungUSA.org.

Why I Fight for Air



Though she doesn't suffer from lung disease herself, Christie Romino knows the importance of the American Lung Association's work and has made it her personal mission to volunteer with our organization.

“My father-in-law passed away from lung cancer and several close friends have suffered from lung disease,” she says. “It is truly heartbreaking to watch someone struggle and become exhausted doing something that should be easy—breathing in and out.”

Christie's involvement with the American Lung Association started several years ago, and she has served the mission in a variety of ways—from helping to plan a fundraising gala to starting and facilitating a Better Breathers Club in her community.

“We started with one person and the Club has grown to more

than 16,” Christie recalls. “I find a tremendous amount of fulfillment in providing people with resources and tools to help live a better life.”

She has the support of her loving husband Ladd, who is equally passionate about supporting the efforts of the American Lung Association. “It's nice to be able to do this together as a team,” states Christie.

“Watching Ladd's father fight his battle with lung cancer and seeing the strain it put on my husband was very hard,” Christie explains. “It made me want to do as much as I can for the people who are suffering from this deadly cancer and from all lung disease.”

To find a Better Breathers Club in your area, call 1-800-LUNGUSA or visit LungUSA.org.

The Gift That Lasts...

Pauline Grant has been actively involved in her local Lung Association for almost two decades, from participating in special events to serving on boards on the local, state and national levels. As a person who has had asthma since childhood, Pauline knows firsthand about the organization's dedication to healthy air and healthy lungs.

"The American Lung Association's school programs for children with asthma as well as those for their parents and teachers (like Open Airways for Schools and Asthma 101) are so important," Grant says. "One of my two daughters also has asthma, so I have always made it a priority to give back and help the organization however I can."

Asthma, a chronic, potentially deadly lung disease, affects roughly 23 million Americans; 7 million of those are children. The American Lung Association funds vital research on asthma treatment (most notably through our national network of Asthma Clinical Research Centers) and conducts education classes where both children and adults can learn to manage their asthma better and live life more fully.

Pauline has decided that in addition to her hard work volunteering and fundraising for the American Lung

Association, she will also make a gift that lasts. By remembering the American Lung Association in her estate plans, she is now a member of the prestigious Emily Bissell Heritage Society.

"I feel good knowing that I am leaving something behind that will help after I am gone," Grant says. "It truly is a lasting contribution."

The Emily Bissell Heritage Society was created to recognize those who have remembered the American Lung Association in their estate plans. Emily Bissell was one of our founding leaders, a public health pioneer and crusader who introduced Christmas Seals® to America.



Keeping the Vision Alive



Some Ways to Join the Emily Bissell Heritage Society

- Remember the American Lung Association (ALA) in your will.
- Establish an ALA charitable gift annuity.
- Set up a charitable trust.
- Name the ALA as a beneficiary of your retirement plan.

To learn more about the Emily Bissell Heritage Society, or to make a donation to your local American Lung Association, call 1-800-LUNGUSA or visit LungUSA.org.

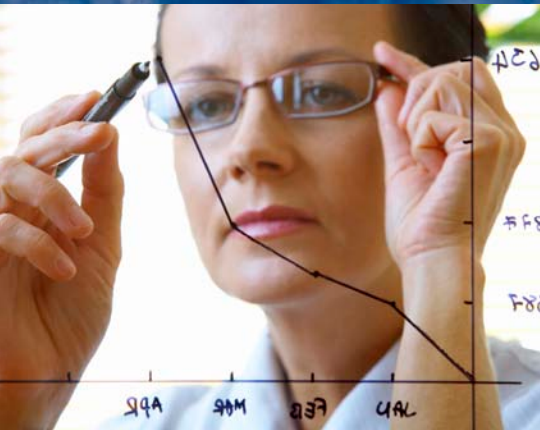
Getting blue book value for your old vehicle is one thing.

Fighting for things that make air worth breathing is quite another.

I-800-LUNGUSA | DONATEYOURCAR.org



Expanding Our Knowledge



The American Lung Association has made it a priority to equip ourselves with the most up-to-date data and information to support our research, advocacy and education efforts. Some exciting new reports recently released include:

- **Too Many Cases, Too Many Deaths:** Lung Cancer in African Americans
- **Smoking Out a Deadly Threat:** Tobacco Use in the LGBT Community
- **COMING SOON!** State of Tobacco Control 2010

Check out these great resources under the Publications section at LungUSA.org.

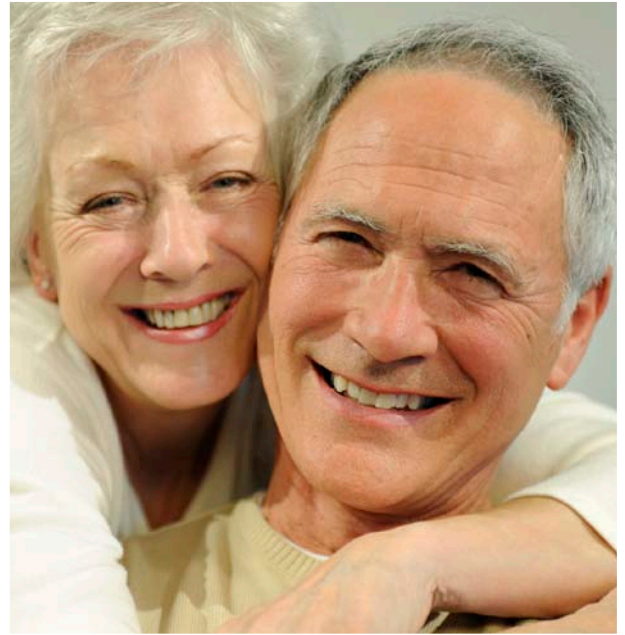
If you are interested in becoming an American Lung Association advocate, sign up for our LungAction Network. Visit LungAction.org today!

Using Life Insurance to Give Back

Mary has been a strong supporter of her favorite charity. She knows a lot can be accomplished with the funds she would like to donate. However, she feels that making a substantial gift at this time is beyond her means.

Using life insurance as a charitable giving tool may be Mary's answer. There are a number of ways in which life insurance can create substantial charitable gifts with minimal cost.

For instance, Mary can donate an existing paid-up life insurance contract. Several years ago a life insurance policy was a great way to protect her family. However, if the need for that policy is no longer there, Mary can donate it to her favorite charity. At death, the insurance



proceeds will be made payable to the charity. Additionally, Mary can also benefit from some tax savings.

For additional planned giving ideas, go to LungUSA.org and select "Donate."

The American Lung Association recommends consulting a legal professional before making financial decisions.

Other Ways to Give Back:

- Create a Wall of Remembrance Memorial Fundraising Page in memory of someone who struggled bravely in the fight against lung disease.
- Donate your used car to the American Lung Association's Vehicle Donation Program.
- Give an Honor Gift in recognition of someone whose life and accomplishments you wish to celebrate.
- Purchase a discounted golf package that directly benefits your local American Lung Association.

To learn more about any of these options, visit LungUSA.org or call 1-800-LUNGUSA.

Wills: It's All in the Details

At first glance, the concept of a will seems simple enough; this is what I own and these are the people or organizations I want to benefit. However, most wills are not that simple. When drafting a will, here are a few items you might consider:

- Who should receive your assets?
- Should they receive the assets outright or should you create a trust?
- Are your grandchildren too young to receive property?
- Will you leave part of your estate to charitable organizations?
- If you have pets, what arrangements will be made for them?

Laws may vary from state to state, so please check with a local legal professional as you make these decisions.

Primary beneficiaries receive property (home, land, stock or even your baseball card collection) outright. A **life estate** allows you to grant someone use of a home or other real property for his or her lifetime. Once that person is deceased, the property transfers to a **final beneficiary**. A final beneficiary can be your grandchild, a favorite niece or nephew or even a designated charity.

A **contingent beneficiary** is a person who will receive the property if the first person is not living at the time of the transfer. Let us assume you make your brother a primary beneficiary but he passes away before you do, then it is important to have selected another person or charity to receive the property.

If the people you want to help the most are too young to manage an inheritance, you will want to create a **trust for the benefit of minors**. A trust will distribute income and principal to the child only when the recipient reaches your designated age for distribution of the assets.



Some states allow for the creation of a **pet trust**. A pet trust can be managed by a bank, a commercial trustee or a private trustee. The property transferred to the trust will be used for the care of your pet. You can simply transfer the care of a family pet to a friend and create a gift of sufficient funds to provide for the animal.

For more information on planned giving and the American Lung Association, call 1-800-LUNGUSA.

We Are All "Faces" of Influenza

An annual influenza vaccination is recommended for everyone 6 months of age and older. Influenza is a serious respiratory disease that is easily spread and can lead to severe complications, even death. Vaccination is safe and effective, and the best way to help prevent influenza.

To learn more about the American Lung Association's Faces of Influenza, visit FacesOfInfluenza.org.

FACES OF



INFLUENZA®

In collaboration with sanofi pasteur

Questions about Lung Health?

FREE Counseling with our Registered Nurses, Respiratory Therapists and Quit-Smoking Specialists.

American Lung Association's HelpLine
1-800-LUNGUSA (option 2)
Monday-Friday,
7 am-7 pm (Central time)

TTY for hearing impaired
1-800-504-1068



Mail Processing Center
539 Silver Slipper Lane, Suite A
Tallahassee, FL 32303

Non-Profit
Organization
U.S. Postage Paid
Tallahassee, FL
Permit No.
182

So Much to Do!

Climbs, bike rides, walks, parties and so much more! There are a variety of ways to support the American Lung Association's mission to save lives by improving lung health and preventing lung disease. Visit LungUSA.org to discover exciting events in your community.

A Hole-In-One For Healthy Lungs

*Get golf discounts from the
American Lung Association. Save
on golf packages and help our
Fight for Air.
GolfPrivilegeCard.org*

