

# 2007 ANNUAL REPORT



## Thank you for helping us improve life, one breath at a time

As we complete another year working together to promote lung health and fight lung disease, we want to say. "Thank you!"

Thank you to the selfless volunteers who gave their time and talents to plan and carry out programs and special events, to advocate for good lung health, and generally to help others breathe easier.

Thank you to the generous donors who supported our critical work of education, advocacy and research.

Thank you to the many sponsors and corporate partners who helped make us financially stronger, and who opened new doors for our cause.

Thank you to the thousands of health care professionals, program participants and community members who turned to us as a source of information and services.

Each and every one of you — the people we serve and the people who champion the work we do — are the true reason we are winning the fight against lung disease.

Effective July 1, 2007 the American Lung Association of Ohio merged with Kentucky, Michigan and Tennessee to form the American Lung Association of the Midland States.

As we move forward we are more committed than ever to meeting the lung health needs of all those in our new region. With a rich and respected history behind us, and a wealth of combined resources, experience and knowledge to draw upon, we believe our best days lie ahead of us. We hope you will agree.

We are sincerely grateful for the opportunity to help people live longer, healthier lives. Thank you for making the successes highlighted in this year's annual report possible.

## Research

• Ohio allocated a total of \$352,767 for research, with \$152,937 for support of the American Lung Association's national Asthma Clinical Research Centers (ACRC)



• Important medical research conducted here in Ohio and funded this year by the American Lung Association included:

### Ian Lewkowich, PhD

Children's Hospital Medical Center (Cincinnati)  
Why Do Regulatory T-Cells Not Work In People With Allergic Asthma?

Award: Co-funded by Ohio & ALA national

### John Mastronarde, MD

Ohio State University (Columbus)  
Improving the Treatment of Asthma  
Principal Investigator (Funded by ACRC)

### Scott Fulton, MD

Case Western Reserve University (Cleveland)  
Proteins May Be Key To Better Tuberculosis Vaccine  
Award: Co-funded by Ohio & ALA national

### Christina S. Hirsch, MD, PhD

Case Western Reserve University (Cleveland)  
Why Does TB Hasten Immune Function Decline In HIV Patients?

Award: Co-funded by Ohio & ALA national

### Joanne Turner, PhD

Ohio State University (Columbus)  
Predicting When TB Will Become Infectious  
Award: Co-funded by Ohio & ALA national

### Karen Lynn Wood, MD

Ohio State University (Columbus)  
Preventing Late-Onset Lung Diseases After Bone Marrow Transplantation  
Award: Fully funded by ALA national

## Education, Advocacy and Community Outreach

### Tobacco Control and Prevention

- Ohioans can all breathe easier with the passage of the Smoke-Free Workplace Act, which makes all public places in Ohio smoke-free
- To help prevent Ohio's youth from smoking, the American Lung Association of Ohio, working in partnership with tobacco coalitions around the state, ran campaigns to encourage schools to create 100 percent tobacco-free campuses. As a result, many schools adopted policies that prohibit all tobacco use at any time on their entire school campuses and at school-sponsored events.
- 10,019 students participated in classroom lessons on tobacco use prevention
- Smoke-free policy guides were distributed to 1,830 worksites
- Smoke-free home pledges were distributed to 1,343 homes in Ashland, Hardin, Richland and Wyandot Counties with 791 homes making a pledge to be smoke-free

### Asthma and Environmental Health

- Over 900 school personnel participated in asthma education sessions provided by the American Lung Association of Ohio
- Mini-grants were provided to local schools to assist in implementation of wellness activities designed to improve student health
- Particulate matter air pollution was reduced by an estimated 1.65 tons (based on EPA calculations) through installation of EPA-certified wood stoves for 45 families

### General Lung Disease and Community Outreach

- 12,425 Wellness guides were distributed to local companies by the American Lung Association of Ohio
- Provided lung health information and counseling to 1,032 individuals in 68 counties statewide through our free, medically-staffed Lung Help Line

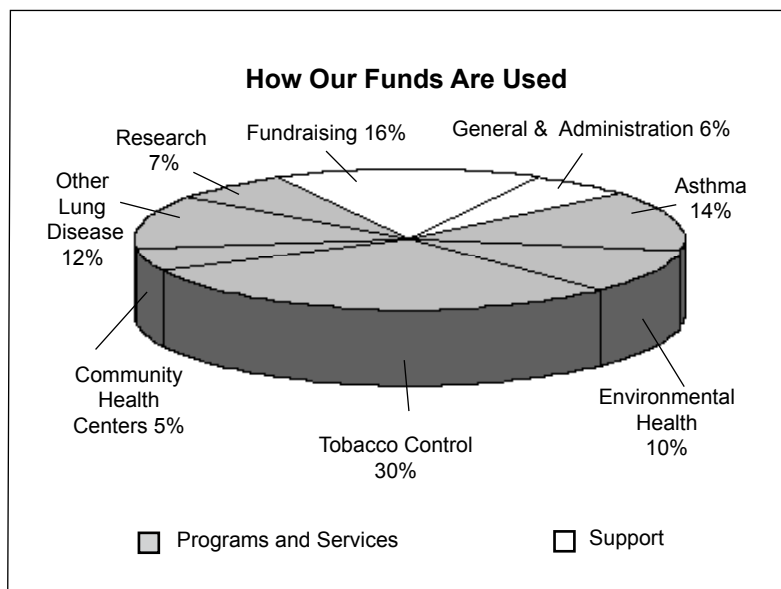


# Financial Reports

The summary financial information in this report is taken from an audit by Plante and Moran, PLLC. The full audit is available from our Columbus office upon request.

<b>BALANCE SHEET</b>		
June 30, 2007 - With comparative totals for 2006		
<b>ASSETS</b>	<b>2007</b>	<b>2006</b>
<b>Current assets</b>		
Cash and cash equivalents	\$ 125,324	\$ 209,336
Contributions receivable	130,708	177,483
Prepaid expenses	41,325	36,808
Other assets	2,435	3,067
<b>Total current assets</b>	<b>299,792</b>	<b>426,694</b>
<b>Non-current assets</b>		
Investments	1,224,380	1,063,881
Niehaus trust	735,777	818,554
<b>Total investments</b>	<b>1,960,157</b>	<b>1,882,435</b>
<b>Net property and equipment</b>	<b>1,028,455</b>	<b>1,076,823</b>
<b>Total non-current assets</b>	<b>2,988,612</b>	<b>2,959,258</b>
<b>Total Assets</b>	<b>\$ 3,288,404</b>	<b>\$3,385,952</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable to National Office	\$ 166,956	\$ 174,288
Accounts payable	161,500	183,341
Accrued payroll & related liabilities	162,742	116,336
Bank line of credit	150,000	225,000
Deferred revenue	65,609	209,909
Other liabilities	17,761	17,472
<b>Total current liabilities</b>	<b>724,568</b>	<b>926,346</b>
<b>Net Assets</b>		
Unrestricted	2,050,913	1,742,349
Temporarily restricted	512,923	717,257
<b>Total net assets</b>	<b>\$ 2,563,836</b>	<b>\$ 2,459,606</b>
<b>Total liabilities and net assets</b>	<b>\$ 3,288,404</b>	<b>\$ 3,385,952</b>

<b>STATEMENT OF ACTIVITIES</b>		
Year Ended June 30, 2007 (with comparative totals for 2006)		
<b>Revenue</b>	<b>2007</b>	<b>2006</b>
<b>Public Support</b>		
Direct mail	\$ 1,608,314	\$ 1,435,568
Vehicle donation program	5,956	5,274
Special events gross revenue	609,183	571,812
Special events direct expenses	(175,278)	(155,059)
<b>Total special events revenue</b>	<b>433,905</b>	<b>416,753</b>
<b>Other contributions</b>		
Combined federal campaign	20,553	22,821
Workplace giving	160,699	156,582
Memorials	183,495	194,137
Bequests	537,118	341,722
Individual gifts	60,491	60,749
Corporate gifts	67,221	35,387
In-kind contributions	27,389	23,745
<b>Total other contributions</b>	<b>1,056,966</b>	<b>835,143</b>
<b>Other revenue</b>		
Corporate grants	242,160	25,262
Foundation grants	784,569	895,307
Government grants	297,649	829,043
Grants from ALA	1,300	27,120
Interest and dividends	42,910	31,054
Program service fees	67,440	76,897
Sale of materials	39,983	51,299
Dues	4,379	4,880
<b>Total other revenue</b>	<b>1,480,390</b>	<b>1,940,862</b>
Miscellaneous revenue	21,700	9,737
<b>Total revenue</b>	<b>4,607,231</b>	<b>4,652,272</b>
<b>Expenses</b>		
<b>Program services:</b>		
Asthma	\$ 601,225	\$ 593,235
Environmental health	456,870	343,862
Tobacco control	1,386,086	1,453,730
Community health centers	238,338	292,306
Other lung disease	528,202	625,631
Research	319,491	307,871
<b>Total program services</b>	<b>3,530,212</b>	<b>3,616,635</b>
<b>Support services:</b>		
Fundraising	569,785	613,405
General and administrative	233,455	205,790
<b>Total support services</b>	<b>803,240</b>	<b>819,195</b>
Assessment to National Office	399,956	327,163
<b>Total expenses</b>	<b>4,733,408</b>	<b>4,762,993</b>
<b>Excess of Revenue Over (Under) Expenses</b>	<b>(126,177)</b>	<b>(110,721)</b>
<b>Nonoperating Activities</b>		
Realized gain on investments	30,182	73,957
Unrealized gain on investments	200,225	43,381
<b>Change in Net Assets</b>	<b>104,230</b>	<b>6,617</b>
<b>Net Assets - Beginning of year</b>	<b>2,459,606</b>	<b>2,452,989</b>
<b>Net Assets - End of year</b>	<b>\$ 2,563,836</b>	<b>\$ 2,459,606</b>



## Fundraising and Development Highlights

- Goal to increase planned giving revenue to \$415,800 was exceeded by more than 48 percent
- Goal to keep fundraising costs to 40 cents per dollar was exceeded for two key signature events: Asthma Walk direct costs – 19 cents per dollar; Stair Climbs direct costs – 34 cents per dollar
- Goal to secure \$150,000 in new grant funds was exceeded by 26 percent with three grants: The George Gund Foundation (\$64,400), The Cleveland Foundation (\$97,399), and Ohio Department for Health (\$27,500)



## BOARD OF DIRECTORS

### **Amy Chuang, MD**

Cleveland Clinic Foundation  
Lorain, OH

### **John Cloud, JD \***

Dayton, OH

### **Gary Englehart \***

Fisher-Titus Medical Center  
Norwalk, OH

### **Brent Gardner**

Sandusky, OH

### **Karl Johnson**

Cleveland, OH

### **Charles Kegley, M.Ed., PhD**

Kent, OH

### **Daren Knoell**

OSU College of Pharmacy  
Columbus, OH

### **James Kroeger**

Fairlawn, OH

### **Michael Minnaugh \***

Kirtland, OH

### **John Moore**

Gates Mill, OH

### **Paul Ramos**

Bay Village, OH

### **Kenneth Rankin**

New Albany, OH

### **Mary Reed**

St. Rita's Medical Center  
Lima, OH

### **R. L. Richards, JD \***

Dublin, OH

### **Linus Ryland \***

Cincinnati, OH

### **Laurel Talabere, PhD, RN,**

#### **AE-C \***

Capital University  
Columbus, OH

### **Missia Vaselaney, JD,**

#### **CPA/CPF**

Kahn Kleinman  
Cleveland, OH

### **Joe B. Windham \***

Milford, OH

### **Gordon Young**

Wellington, OH

### **LaVerne Yousey, MSTE**

Akron, OH

\* Executive Committee Member

## You Can Make a Difference

There are lots of ways you can get involved in the fight against lung disease.

- **Volunteer** - Lend your time and talents to programs or services we provide to serve communities statewide.
- **Advocacy** - Help educate opinion leaders and elected officials about lung health issues and priorities.
- **Asthma Walks** - Raise money for asthma programs and research - ask your family and friends to join you.
- **Memorial and Tribute Gifts** - Honor the memory or achievements of a loved one in a meaningful way.
- **Vehicle Donation Program** - Donate an unwanted car, boat, motorcycle or RV and qualify for a tax break.
- **Planned Giving** - Remember the Lung Association in your will. A modest percentage bequest is a way people of any income level can make a meaningful gift.
- **Christmas Seals** - Spruce up your cards, packages and e-mails with traditional or digital versions of our popular holiday seal.

Please use the reply envelope enclosed in this report to request more information or get involved.

## LUNG HELP LINE 1-800-LUNG-USA

HAVE YOUR LUNG HEALTH AND STOP-SMOKING  
QUESTIONS ANSWERED FREE BY SPECIALLY TRAINED  
MEDICAL PROFESSIONALS

Visit us on-line at [WWW.OHIOLUNG.ORG](http://WWW.OHIOLUNG.ORG)

*Our mission is to prevent lung disease and promote lung health.*

*Our vision is a world free of lung disease.*



1950 Arlingate Lane  
Columbus, OH 43228

### **ADDITIONAL STATEWIDE OFFICES**

#### **Cincinnati**

4040 Executive Park Drive #402 • 45247  
513-985-3990 / 501-985-3995 (Fax)

#### **Cleveland Area**

6100 Rockside Woods Blvd. #260  
Independence 45247  
216-524-5874 / 216-524-7647 (Fax)

#### **Norwalk**

226 State Route 61 • 44857  
419-663-5874 / 419-668-2575 (Fax)

## 2007 SPONSORSHIPS AND PARTNERSHIPS

If there is one underlying theme that characterizes the nature of our achievements during 2007, it would be partnerships. The American Lung Association of Ohio has a long history of forming partnerships and building coalitions with those who share our interest in promoting lung health. This past year represents particularly significant success in this regard.

The American Lung Association of Ohio is pleased to recognize the following sponsors and partners for their generous support in 2007.

Alpha Xi Delta	KeyBanc Capital Markets
Alta Partners, LLC	Kindred Healthcare
Anthem Blue Cross Blue Shield	Kroger Company
Associated Underwriters Insurance	Lincoln Electric
AstraZeneca	Louis and Melba Schott Foundation
Barbisol-Perio, Inc.	Mathile Family Foundation Grant
Bearing Distributor, Inc.	Medical Mutual of Ohio
Benefit Administrators Group	Morpc
Boehringer-Ingelheim	Mt. Sinai Health Care Foundation
Brush Engineered Materials	Nationwide
Careworks	Northwest Ohio Strategic Alliance for Tobacco Control (Hospital Council of Northwest Ohio)
Charles R. Niehaus Trust	Novartis Pharmaceuticals
Children's Hospital-Columbus	O.E. Meyer Company
Cinergy Foundation	Ohio Brokerage Services Agency, Inc.
Classic Cadillac	Ohio Department of Health
Cleveland Clinic	Ohio Tobacco Prevention Foundation
Cleveland Department of Health	OnBase
Cleveland Foundation	Pfizer
Cuyahoga County Board of Health	Prime Promotions LLC
DigiKnow	PRO2 Holdings, LLC
Dominion	Robert & Phyllis Levinson Family Asthma Management Memorial Fund
Employers Select Plan	Robert and Helen Harmony Fund for Needy Children of the Dayton Foundation
Enterprise, Inc.	Saint Luke's Foundation
Ernst & Young LLP	Schering-Plough
Expeditors International of Washington, Inc.	Schlink Foundation
Fifth Third	Sepracor
Firelands Regional Medical Center - Sandusky	Sky Insurance
Fisher-Titus Medical Center - Norwalk	SleepMed, Inc.
Five Star Trucking	St. John Westshore Hospital
Fleischmann Trust Fund Grant	Statewide Express
Fujitsu Consulting	The H.G., H.F. & L.T. Dornette Foundation
Genentech	The Ohio State University, Pulmonary, Allergy, Critical Care and Sleep Medicine
George Gund Foundation	The Oswald Companies
GlaxoSmithKline	Toledo Children's Hospital, member of ProMedica
Grossman & Associates, Inc.	United Way of Greater Cincinnati
Harris Lincoln Electric	UPS
Harry W. & Margaret Moore Foundation	Victory Capital Management
Herbruck, Adler & Company	Washington Enterprises, Inc.
Hylant Group	Washington Group International
IBM	Watson Wyatt Worldwide
International Trade Law	Wells Fargo
Jamie Farr Owens Corning Classic	
John Morrell & Company	
Jones Day	
Key Bank	

# *American Lung Association of Ohio 2007 Bequests*

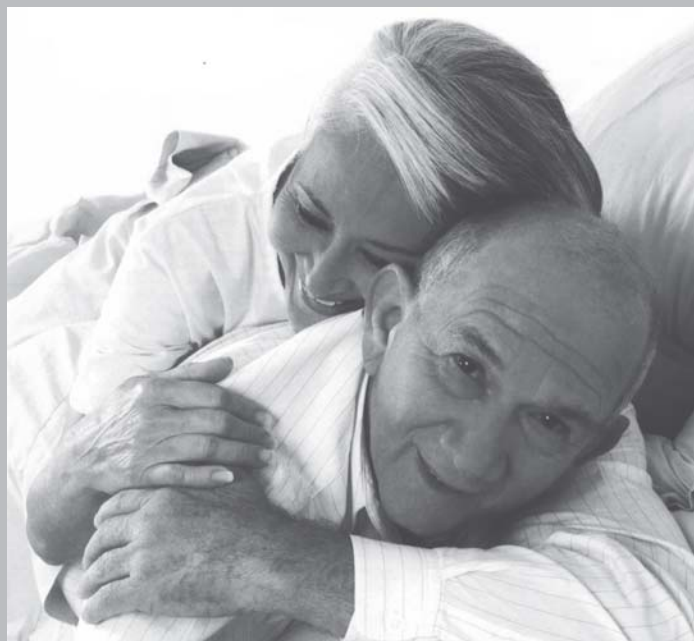
Thomas Athey  
Mary Caminati  
Edward A. Core  
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Allan Goldsmith  
Gustine W. Leffew  
Mille Phillips  
Dorothy W. Pollak  
Clark E. & Marie Reed  
Allan L. Shumard  
Ruth Singer  
Floyd Sweet  
Mary Sweet  
Mildred C. Zamiska

## Your Will is a Way to conquer lung disease.

Today, more than ever, our friends understand that they can provide for those they care about most, while continuing to support the valuable work of the American Lung Association. A charitable bequest can perpetuate the things you value long after your lifetime. Call us for information at no obligation.



gift.planning@lungusa.org  
1-800-701-4009



### **A SPECIAL NOTE OF APPRECIATION TO OUR MANY VOLUNTEERS**

The American Lung Association of Ohio is pleased to recognize the outstanding commitment and countless hours of service our volunteers dedicate to our organization and the fight against lung disease. Without your help, the work we do to help children and adults throughout Ohio breathe easier would not be possible. We are grateful for your time, your talents, and your financial support. We appreciate your participation and suggestions and look forward to your continued support of our cause.