



2013-2014 | ANNUAL REPORT



WE ARE A **FORCE** TO BE RECKONED WITH



Dear Friends,

Thank you for your generous support during the 2013-2014 fiscal year. Together, we have made monumental progress in our mission to save lives by improving lung health and preventing lung disease. Without our donors, it would be impossible to deliver our mission-related work, which includes advocacy, education and research. We are grateful for the many dedicated donors who support the American Lung Association of the Southwest with gifts large and small. Because of your generosity, we've been able to fund more lung cancer research than at any time in our history, and we continue to be recognized for our work in important tobacco and healthy air milestones.

In the last year, we have put the spotlight on lung cancer, the #1 cancer killer of both men and women in America. In May, we launched LUNG FORCE, our public awareness and fundraising initiative to fight against lung cancer and for lung health. The statistics around lung cancer are shocking, and the reality is that anyone can get lung cancer. Only a force of many can take on lung cancer and win. And the American Lung Association is leading that fight. We call on all Americans to raise their collective voices to defeat lung cancer.

On behalf of our Southwest Board of Directors, our dedicated staff and our passionate volunteers, we thank you for supporting the American Lung Association in the Southwest. Our region also experienced growth this year as we added the states of Oklahoma and Texas on July 1st. As we continue to grow, we are excited about the progress to be made during this new fiscal year; we invite each of you to join us as we renew our commitment to a world free of lung disease. Together, we are leading the way in lung health.



Geri Reinardy
Southwest
Board Chair



Bill J. Pfeifer
Southwest
President & CEO



Our Vision

A world free of lung disease.

The American Lung Association is leading the way in helping all Americans to breathe easier. Thanks to the dedicated efforts of donors, volunteers, program and event participants and staff, we continue to be America's trusted source for lung health education, lung disease research, support, programs, services and advocacy.

From our earliest days leading the fight against tuberculosis, to today's efforts in tobacco control, we are advancing our mission through research, education and advocacy for healthy air and fighting against lung cancer, asthma, chronic obstructive pulmonary disease (COPD) and other lung diseases. The Lung Association today is a nationwide force, leading new ways to achieve our vision of a world free of lung disease. Leadership comes with responsibility and we are grateful for the trust you've placed in us to turn your support into lung health and air quality solutions.



Our Research

A cornerstone for more than a century.

Funding research has been a cornerstone of the Lung Association's fight against lung disease for more than a century. Last year, our nationwide donors again made it possible to fund close to \$9 million in exceptional research seeking treatments and cures for lung diseases, including asthma, COPD and lung cancer.

Just one example is Humam Kadara, PhD, of University of Texas M.D. Anderson Cancer Center, Houston, TX, who is on the front lines of the battle to detect lung cancer earlier. His groundbreaking work is supported by the American Lung Association's Lung Cancer Discovery Award. Dr. Kadara is studying how changes in the airway could signal early lung cancer development. Scientists need a better understanding of how lung cancer develops in order to detect the disease early; Dr. Kadara is working to uncover novel markers associated with lung cancer onset that can serve as tools for early detection of the disease.



Our Fight For Air

Leading the charge for healthy air.

Every year, the American Lung Association fights to defend your right to breathe healthy air, free of air pollution or tobacco smoke and to support programs that benefit lung health. In FY14, we made significant headway in the fight for healthy air. The Lung Association led a coalition of health and medical organizations that pushed the EPA to adopt cleaner gasoline and vehicle standards that starting in 2017 will remove as much air pollution as taking 33 million cars off the road.

Additionally, 2014 marked the 50th Anniversary of the Surgeon General's landmark 1964 report on smoking and health. We joined other health partners to recognize 50 years of progress and laid out three bold goals:

- Reduce smoking rates, currently at about 18%, to less than 10% within 10 years;
- Protect all Americans from secondhand smoke within 5 years; and
- Ultimately eliminate the death and disease caused by tobacco use.



What Is LUNG FORCE?

We are facing a crisis in women's health. Every 5 minutes, a woman in the U.S. is diagnosed with lung cancer, and every 8 minutes, a woman dies from lung cancer. In the last 37 years, the lung cancer death rate has risen 98% among women, while falling 28% among men.

The American Lung Association asked women across the country about their perceptions around lung cancer and the results were published in the Women's Lung Health Barometer. Only 1% of women knew that lung cancer was the #1 cancer killer of both women and men.

In May, we launched LUNG FORCE to make lung cancer a national priority. We've significantly increased our lung cancer research funding, and are continually developing and improving support resources for lung cancer patients and their caregivers.



Our Goals through LUNG FORCE:

- Invest \$10 million in lung cancer research and \$5 million in increasing public health promotion including awareness of early detection tools, such as CT screening;
- Provide patients with information about clinical trials and biomarker testing;
- Advocate for increasing federal funding for lung cancer research from \$213 million today to \$300 million by 2020.

Fiscal Year 2013-2014 Financials

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and cash equivalents	\$ 247,733
Investments	4,867,676
Contracts and grant receivable, net	535,610
Prepaid expenses and other assets	105,752
Property and equipment, net	3,609,801
Beneficial interests in charitable trusts	2,546,527

TOTAL ASSETS **\$11,913,099**

LIABILITIES AND NET ASSETS

LIABILITIES

Accounts payable and accrued expenses	\$ 490,474
Loan payable	1,006,937
Deferred revenue	224,128
Retirement plan obligations	1,085,884

TOTAL LIABILITIES **2,807,423**

NET ASSETS

Unrestricted	
Undesignated	2,676,362
Invested in property and equipment	3,609,801
Temporarily restricted	2,435,562
Permanently restricted	383,951

TOTAL NET ASSETS **9,105,676**

TOTAL LIABILITIES AND NET ASSETS **\$11,913,099**

STATEMENT OF ACTIVITIES

PUBLIC SUPPORT & REVENUE

Contributions	\$ 2,100,905
Contracts & grants	2,764,260
Special events, net	1,231,570
Program service fees	188,694
Investment income	84,034
Rental & other income	50,893
Distributions from charitable trusts	425,819

TOTAL PUBLIC SUPPORT & REVENUE **\$6,846,175**

EXPENSES

Program services	\$ 6,803,407
Support services	1,519,768

TOTAL EXPENSES **8,323,175**

Change in net assets from operations **\$(1,477,000)**

NON-OPERATING ACTIVITIES

Realized & unrealized gain on investments	\$ 642,836
Change in value of charitable trusts	155,071
Change in retirement plan obligations	(104,284)

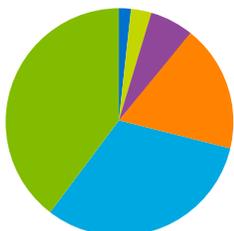
Change in net assets **\$ 693,623**

Net assets, beginning of fiscal year **9,889,053**

NET ASSETS, END OF FISCAL YEAR **\$9,105,676**

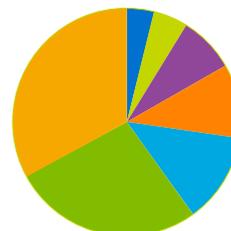
Audited financial report is available upon request.

STATEMENT OF ACTIVITIES: PUBLIC SUPPORT & REVENUE



40% Contracts & Grants
31% Contributions
18% Special Events
6% Charitable Trusts
3% Program Service Fees
2% Investments & Other Income

STATEMENT OF ACTIVITIES: EXPENSES



33% Lung Health
27% Tobacco Control
13% Fundraising
10% Healthy Air
8% Research
5% Management & General
4% Community Health Service



STRATEGIC FRAMEWORK

OUR Mission: To save lives by improving lung health and preventing lung disease.

OUR Vision: A world free of lung disease.

STRATEGIC IMPERATIVES

Defeat lung cancer

Improve the air we breathe so it will not cause or worsen lung disease

Reduce the burden of lung disease on individuals and their families

Eliminate tobacco use and tobacco-related diseases

Monitor and enhance organizational effectiveness

AREAS OF FOCUS | GOALS

Reduce lung cancer deaths

Attain strong air pollution health standards

Serve as the premier resource for lung health

Cut adult and youth smoking rates

Increase and diversify revenue

Build and expand LUNG FORCE

Eliminate exposure to secondhand smoke

Improve quality of life for COPD and asthma patients

Increase research funding

Increase volunteer engagement

GUIDING PRINCIPLES

Advocacy, education, research, awareness and engagement are equally critical to achieving our mission.

We believe in evidence-based and data-driven decision making and measurable impact.

Building a diverse, active and engaged pool of volunteers is integral to the success of our mission.

We must overcome health disparities to ensure universal lung health.

We are driven by innovation, transparency, initiative and ethical practices.

Southwest Board of Directors

Board Chair
Geri Reinardy

Secretary/Treasurer
Caroline Moassessi

National Board Representative
Linn P. Billingsley

Don Averkamp, JD
Brad Cahoon
Charles Finch, DO
Russell F. Rhoades
Wayne Rigby, CLU
Lynn Rosenbach
Dona J. Upson, MD
Michael D. West, CPA

Southwest President & CEO
Bill J. Pfeifer

Southwest Regional Offices

ARIZONA

Phoenix
102 West McDowell Road
Phoenix, AZ 85003
602-258-7505

Tucson
2819 East Broadway Blvd
Tucson, AZ 85716
520-323-1812

COLORADO

Denver
5600 Greenwood Plaza Blvd, Suite 100
Greenwood Village, CO 80111
303-388-4327

NEVADA

Las Vegas
3552 West Cheyenne Ave, Suite 130
North Las Vegas, NV 89032
702-431-6333

Reno
10615 Double R Blvd
Reno, NV 89521
775-829-LUNG

NEW MEXICO

Albuquerque
5911 Jefferson Street NE
Albuquerque, NM 87109
505-265-0732

OKLAHOMA

Oklahoma City
730 West Wilshire Blvd, Suite 105
Oklahoma City, OK 73116
405-748-4674

Tulsa
1010 East 8th Street
Tulsa, OK 74120
918-747-3441

TEXAS

Dallas
1349 Empire Central Drive, Suite 280
Dallas, TX 75247
214-631-5864

Houston
2030 North Loop West, Suite 250
Houston, TX 77018
713-629-5864

San Antonio/Austin
8207 Callaghan Road, Suite 140
San Antonio, TX 78230
210-308-8978

UTAH

Salt Lake City
1930 South 1100 East
Salt Lake City, UT 84106
801-484-4456

