Dear Friends and Supporters,

As we look back on the past year, we realize how fortunate we are to have enduring and generous supporters of our life saving work. Thank you for the hard work and support you have given to the American Lung Association of the Southeast. This annual report highlights a few of the many advancements made in our fight for lung health.

This past year brought us the launch of LUNG FORCE, a new campaign to lead a battle against lung cancer ----the leading cancer killer in women. LUNG FORCE will unite women to stand together against lung cancer and for lung health. We aim to teach women how to protect their lungs, to reverse the course of lung cancer and to save lives through prevention, early detection and new treatment options. With our increased investment in lung cancer research, we will find a way to end this disease that impacts thousands of people throughout our region.

Your generous support has allowed us to provide important educational and support resources that are a vital investment in your community. Just to name a few, our Lung HelpLine, Freedom from Smoking® programs, Better Breathers Clubs and asthma camps, help us improve the health of your community and to protect those who are dear to you. Because of you, we continue to save lives by improving lung health and preventing lung disease.

We are energized by the opportunities ahead as we welcome volunteers, staff and supporters from Arkansas, Alabama, Louisiana, Mississippi and North Carolina to the American Lung Association of the Southeast in the coming year. We pledge to you that we will not stop working until all people throughout the Southeast, have healthy lungs. Together, we will ensure lung health for our future generations.

Thank you for being part of our fight,

Martha C. Bogdan, MSA         William Cook, M.D.
President & CEO          Chair of the Board
**2014 CHARLES F. TATE, JR., M.D., VOLUNTEER OF THE YEAR AWARD**

After losing his sister to lung cancer, Michael Hoffman was looking for a way to honor her. He became involved with the American Lung Association's Tampa Fight For Air Climb and realized the event was a perfect way to fight the disease that took his sister’s life. He subsequently joined the Tampa's climb planning committee and the American Lung Association in Florida's Tampa Bay Leadership Board, serving as the local board chair. Michael has helped secure buildings for the Climb in Atlanta, GA, Charlotte, NC and Miami, FL. Michael leads by example by raising much needed funds for the American Lung Association and has included the Lung Association in his estate plans thereby ensuring future funding for years to come. Michael serves on the Chair Elect for the American Lung Association of the Southeast Board of Directors and serves on Lung Association national committees. Michael is always looking for opportunities to advance the American Lung Association's mission and goals. He truly is the breath of life for the American Lung Association of the Southeast.

**2014 CHAIR'S AWARD**

In recognition of her dedication, positive attitude, boundless energy and outstanding results achieved each year, Katrina Taylor was honored with the 2014 Chair's Award. Katrina was hired in 2008 as the Regional Director for the South Carolina’s Coastal Area located in Charleston. Katrina has since grown the operations and now raises more than a quarter of a million dollars with the Dancing with the Stars Oxygen Ball. In the summer of 2013, Katrina was given the challenge of creating a new event in North Carolina. In typical fashion and in just seven short months, she hired a staff person, secured a building and implemented a successful stair climb. As a result of her accomplishments, Katrina was promoted to the Vice President of Development, bringing her organizational and development skills to the Southeast's Development Team. In addition to her region-wide responsibilities, she serves as the Association's LUNG FORCE lead.

**Our Mission**

To save lives by improving lung health and preventing lung disease.
Lung cancer is an urgent health crisis in America, killing more people than any other cancer. The American Lung Association is dedicated to reducing lung cancer’s terrible toll. 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.

UNDERSTANDING LUNG CANCER

Did you know?

- Anyone can get lung cancer.
- Lung cancer is the leading cancer killer of both women and men in America.
- Close to 400,000 Americans are living with lung cancer.
- Nearly 160,000 Americans die of lung cancer each year.
- More than two thirds of people diagnosed with lung cancer have never smoked or are former smokers.
- In 1987, lung cancer surpassed breast cancer as the leading cancer killer among women in the United States.
- The five-year survival rate for lung cancer is 17 percent, among the lowest for all types of cancers.
- Funding for lung cancer research lags behind other major causes of death in the U.S.

LUNG FORCE spokesperson, singer, songwriter Jewel

What Is LUNG FORCE?

We are facing a crisis in women’s health. Every five minutes, a woman in the U.S. is diagnosed with lung cancer, and every eight minutes, a woman dies from lung cancer. In the last 37 years, the lung cancer death rate has risen 98 percent among women, while falling 28 percent 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 one percent of women knew that lung cancer was the #1 cancer killer of both women and men.
LUNG FORCE HAS THREE PRIORITIES:

- Make lung cancer a cause that people care about – and act on
- Educate and empower patients, caregivers and healthcare providers
- Raise critical funds for lung cancer research

In fiscal year 2015, LUNG FORCE Expos will offer education and support for lung disease patients, caregivers and healthcare providers. LUNG FORCE Walks and Run/Walks will bring together those fighting for lung health to raise money to support the LUNG FORCE goals.

Join the FORCE
Momentum is growing and there are many ways for women, men and children to join the FORCE and stand together for a life free of lung disease. Visit LUNGFORCE.org and learn more.

A Turquoise Takeover
LUNG FORCE launched with the help of national presenting sponsor CVS Health on May 13, 2014. LUNG FORCE Heroes (lung disease patients, survivors, caregivers and healthcare providers) teamed up with lung cancer researchers and LUNG FORCE sponsors at the launch event. Actress, author and LUNG FORCE Hero Valerie Harper, singer/songwriter Jewel, country music singer Kellie Pickler and NASCAR driver Mackena Bell have all joined LUNG FORCE to share how lung cancer has touched their lives and to raise awareness and funds for LUNG FORCE. Jewel wrote and recorded LUNG FORCE’s signature song, “Sing On,” with all proceeds from sales going to support the cause.

From L to R: From L to R: Valerie Harper, Helena Foulkes - Executive Vice President, CVS Health and President, CVS/pharmacy and Kellie Pickler
Our donors make it possible 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 with gifts large and small.

Education - Support from our donors, both private and corporate, helps us develop health education and support programs, including:

- LUNG FORCE Expos, offering lung disease education and resources
- Facing Lung Cancer: Support from Day One, an online resource for lung cancer patients and their loved ones
- Freedom from Smoking, the gold standard in smoking cessation programs
- Better Breathers Clubs, helping patients with lung disease live better lives
- Asthma Basics, helping people understand asthma and better support asthma patients
- Asthma Camps, providing children with asthma a traditional camping experience.
Donations also fund our **Lung HelpLine (1-800-LUNGUSA)**, which is staffed by experienced registered nurses, respiratory therapists and certified tobacco cessation specialists, who provide answers to lung health questions about topics including lung cancer, asthma and smoking cessation.

**Research** - The Lung Association funds a broad spectrum of medical research grants and awards that advance the fight against lung diseases like lung cancer, asthma, COPD, pulmonary fibrosis and many others. The support of our donors makes them vital partners in unlocking the secrets of lung disease – leading to better treatments and cures.

**Advocacy** - Through the generosity of our donors the Lung Association is able to advocate for lung health at the national, state and local levels. We fight to ensure adequate funding for federal research and health programs, to protect clean air and for tobacco control legislation that will protect our children’s health.

**Fundraising** - The American Lung Association of the Southeast raises critical funds through fundraising events in the communities we serve. In FY14, friends, family and corporate sponsors came together at our climbs, walks, runs, and galas to raise almost $2.2 million to support research, advocacy, and education. Our outstanding community support and corporate sponsors made these fundraising events a success and helped bring us closer to our vision of a world free of lung disease.
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