

Making a
Difference
One Breath
at a Time



2015 Annual Report



**AMERICAN
LUNG
ASSOCIATION®**
OF THE UPPER MIDWEST



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LUNG
ASSOCIATION®**
OF THE UPPER MIDWEST

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LEADERSHIP LETTER 2



ACCOMPLISHMENTS 3 - 9



PARTNERSHIPS 10 - 12



GIVING 13 - 16



FINANCIALS 17



LEADERSHIP 18 - 19



A LOOK AHEAD 20

Dear friends,

The American Lung Association made excellent strides in 2015 in pursuit of our Mission.

The facts: 390,000 Americans die of lung disease every year; seven million children suffer from asthma in the U.S.; 33 million Americans live with chronic lung disease; and every two-and-a-half minutes someone is diagnosed with lung cancer, half of which die within a year. Lung cancer continues to take the most lives associated with any form of cancer!

We made remarkable advances in the Four Focus Areas of our Strategic Plan – Tobacco Control, Clean Air, Reducing the Burden of Lung Disease, and Building Our Capacity.

This year, due to the generosity of our donors and grant funders, the American Lung Association of the Upper Midwest doubled our research commitment to fight lung cancer. Overall, we are proud to report that we committed \$3 million to support novel and innovative lung disease research. A comprehensive list of our researchers and their work is in our “Research” section.

In the “Accomplishments” section of this report, you will see our focus on all lung health through a balance of continued efforts, including helping smokers quit; improving pediatric asthma care; educating patients and caregivers to better manage their disease; improving indoor and outdoor air quality through our Clean Air Choice and Woodstove Exchange programs. In addition, millions of Americans are enjoying fresher air this year as a direct result of our advocacy efforts and grassroots activities. This includes more smokefree parks, housing and campuses; tobacco tax increases; and other smokefree policy triumphs.

We are proud of these successes! Our achievements are a result of local community volunteer Leadership Boards, which we list in the “Our Leadership” section. Our volunteer leaders are the true change agents with critical influence and knowledge of our communities. Our Leaders build collaborative relationships with medical institutions and corporations, and engage their support for our local activities.

Our donors and participants climb to the top of the tallest buildings in our Fight for Air Climbs, and they generously give in many ways to ensure resources are available to enable the Association to achieve the advances we report to you this year.

We have work ahead of us to accomplish our Mission, and your involvement and support continues to be the key to success.

Thank you for your care, your involvement, and your support. Together we can have a world without lung disease!

Our Mission

*To save lives by
improving lung health
and preventing
lung disease.*



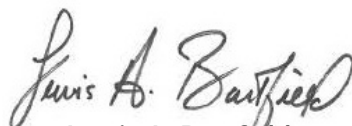
Alan Rowe
Board Chair



Lewis A. Bartfield
Chief Executive Officer



Alan Rowe
Board Chair



Lewis A. Bartfield
Chief Executive Officer

Tobacco Control

We take pride in knowing that because of our advocacy work, millions of families, children and students are enjoying fresher air this year. Not to mention the hundreds of thousands of calls our Illinois Tobacco Quitline/Lung HelpLine handled or the innovative cessation programs we kicked-off over the last 12 months.



Effective Advocacy

- The Chicago Park District Board of Commissioners passed a resolution authorizing areas controlled by the District to be smokefree. The policy was effective immediately.
- The Illinois State Legislature and Governor Pat Quinn passed and signed the Smoke Free Campus Act which went into effect on July 1, 2015.
- The Indianapolis Housing Agency properties went smokefree as of January 1, 2015, which includes more than a dozen apartment complexes.
- Kansas passed a \$.50 tobacco tax increase, effective July 1, 2015.
- In Minnesota, smoking is now prohibited in home daycare settings at any time.
- The City of Branson, Mo. passed a comprehensive smokefree policy. Branson is seated in Taney County, which has the second highest smoking rate in Missouri.
- The Lung Association in Wisconsin is offering grants to assist colleges on tobacco-free campus initiatives

Supporting Quitters

- Our Lung HelpLine and Illinois Tobacco Quitline officially handled more than 135,000 calls in FY15.
- The Lung Association in Missouri has multiple smoking cessation efforts, including:
 - A partnership with a St. Louis jail and medium security women's prison to offer smoking cessation for pregnant women and teens through May, 2016.
 - A smoking relapse-prevention text program, which provides motivational, supportive, and informational via text messages in the third trimester.
 - \$20,000 from the Express Scripts Foundation to support the Not on Tobacco program and Freedom From Smoking for St. Louis youth and their parents.



Leslie Seei, a 40 year smoker who reached one year of being tobacco free, is just one of the hundreds of thousands of callers that the Illinois Tobacco Quitline/Lung HelpLine supported in the quitting process. Our Lung HelpLine and Illinois Tobacco Quitline handled more than 135,000 calls in FY15.

Brakes on e-cigarettes

- The City of Wauwatosa in Wisconsin denied a license to a proposed vape shop that wanted to open in a neighborhood near an elementary school and middle school.
- The City of Greenfield, also in Wisconsin, passed an ordinance that prohibits e-cigarette use in schools, municipal buildings and public and private workplaces. The ordinance also prohibits sales to and possession by minors.
- The Lung Association in Minnesota helped pass policies limiting the use of e-cigarettes in all places where smoking is not allowed in several cities, including Bloomington (home of the Mega-mall), Minneapolis, Olmsted County (home of the Mayo Clinic), Sleepy Eye, Moorhead, and Savage.



Clean Air

Almost half of the nation's population lives in communities with unhealthy levels of air pollution. Through our Clean Air Choice® and Woodstove Exchange programs, we continue improving air quality for everyone. In addition, we protected thousands of families from the second leading cause of lung cancer—radon.

Advancing Clean Alternatives for Drivers

- The Lung Association in Minnesota helped a group of electric vehicle owners in the Twin Cities set a new world record for charging vehicles during a 24-hour period, featuring 85 separate charging sessions.
- The Upper Midwest added 85 clean fuel sites in Illinois and Minnesota this year.
- Minnesota staff held two first responder trainings in the Twin Cities and Duluth as part of the Advancing Alternatives for Minnesota Drivers grant from the U.S. Department of Energy. The workshops encourage the growth of fuels and technologies that can significantly reduce air pollution and its associated health risks, by training first responders on how to safely respond to crashes involving alternative fuel vehicles.
- Minnesota administered a scholarship program that promotes cleaner fuels. The Clean Air Choice Biodiesel Essay Scholarship, sponsored by the Minnesota Soybean Research and Promotion Council, is open to high school seniors in Minnesota.



Clean Air Program: Improving Indoor & Outdoor Air

- The Clean Air Program takes a comprehensive approach towards reducing air pollution in outdoor and indoor environments.
- Our work on improving outdoor air quality through the Clean Air Choice® program promotes conservation, mass transit, engine improvements and other new technologies. Cleaner, renewable sources of energy and renewable fuels, like E85 and biodiesel, enhances combustion and reduces ozone and greenhouse gases
- The Health House™ program helps builders and consumers make new or existing homes healthier and more energy efficient by addressing radon, asbestos, mold, building products and other indoor issues.
- Specifically, the Radon Excellence program partners with builders to help them take the extra step to build all homes radon resistant and reduce the risk of radon-induced lung cancer – America's second cause of lung cancer.

Reducing Pollution by Retiring Woodstoves

In Illinois and Indiana, almost 500 woodstoves have been changed as part of a half-a-million dollar project to change out old, inefficient wood-burning stoves and appliances for EPA-approved appliances. The effort continues through March 2016.

Keeping Families Safe from Radon

The Upper Midwest assisted 3,094 home owners test for radon and received the “2015 Excellence in Radon Award” at the 2015 Annual Radon Networking Meeting.

Healthy Lungs

Lung disease affects everyone. In fact, 34 million Americans live with chronic lung disease. That’s why the American Lung Association of the Upper Midwest is proud of its efforts to help adults and children manage their disease to live longer, healthier lives. In addition to our programs, the Upper Midwest also committed \$3 million to support cutting-edge lung disease research.

Camp Superkids Helps Kids be Kids

- More than 300 kids, ages 7 – 15, participated in the Camp Superkids program in Minnesota, v, South Dakota and Wisconsin.
- The camp allows children with asthma to enjoy a five- to six-night residential camp that includes sports activities and field trips while learning to better manage and control their disease.



United Health Foundation: Partners for Asthma Action

- Thousands of children with asthma in the Upper Midwest will benefit from a partnership between the United Health Foundation (UHF) and Lung Association of the Upper Midwest.
- Through the help of a \$2 million grant from UHF, the Upper Midwest will implement Partners for Asthma Action, an intensive, integrated asthma improvement project in 180 clinics across the region.
- The initiative aims to improve the quality of life, school achievement, and life prospects of more than 180,000 low-income children living with asthma in Chicago, Indianapolis, Milwaukee, Minneapolis, and St. Louis.

Health Care Service Corporation: Enhancing Asthma Care Project

- After the third project year, the initiative has helped improve pediatric asthma care in primary care clinics for over a quarter of a million children by training hundreds of health and medical professionals.
- Due to the overwhelming success, Health Care Service Corporation has granted an additional three years of funding, totaling \$5 million.
- The National Institute for Health Care Management featured the initiative on their website via a two-page case study and highlights our work in IL, NM, OK, and TX.

Supporting Patients, Caregivers & Professionals

- More than 10,000 patients and caregivers received education and resources through several of our key programs, including LUNG FORCE Expos, Better Breathers Clubs, Freedom From Smoking, and Respiratory Rallies.
- Sangeeta M. Bhorade, MD, an Expert Pulmonologist at Northwestern Medicine described the LUNG FORCE Expo best when she said, "This event truly shows the Lung Association's fundraising dollars at work. It's a vital resource in our community. It's critical that medical professionals, patients and caregivers are up to date on the latest treatment strategies for lung disease."
- The Upper Midwest held five LUNG FORCE Expos across the region.



Research

Almost 400,000 Americans die of lung disease every year, making it the third leading cause of death in the country. Lung disease is responsible for one in seven deaths in the U.S. and close to 34 million Americans are living with chronic lung disease. Research holds the promise of a better treatments and cures for people with lung disease and their loved ones. That's why the American Lung Association of the Upper Midwest is proud to have contributed \$3 million to support cutting-edge lung disease research; almost twice as much as last year.

Meet our American Lung Association of the Upper Midwest Researchers

Airway Clinical Research Center Researchers



Illinois Consortium
Chicago, Illinois
PI: Lewis Smith, MD,
Northwestern University



Washington University
PI: Mario Castro, MD
Washington University



St. Vincent Health
Indianapolis, Indiana
PI: Michael Busk, MD



University of Missouri
Kansas City School of Medicine
PI: Gary Salzman, MD

Basic, Clinical and Behavioral Researchers



Linda Resar, MD (Johns Hopkins University, Baltimore) Dr. Resar will address the urgent need for more effective lung cancer treatments by developing an innovative therapy called Spiegelmers. The therapy will disrupt the growth of lung cancer cells and improve therapy for lung cancer patients.



Eric Collisson, MD (University of California, San Francisco) Dr. Collisson will use new therapies to attack lung cancer by examining cancer genes and their affect on the transformation of normal lung cells to cancer cells and the formation and progression of lung cancer.



E Alejandro Sweet-Cordero, MD (Stanford University, Stanford) Dr. Sweet-Cordero is studying the consequence of communication between normal cells and tumor cells in hopes of identifying novel therapy approaches for non-small cell lung cancer.



Patrick Belvitch, MD (University of Illinois-Chicago, Chicago) Dr. Belvitch is studying blood vessels in the lung that leak in a person with Acute Respiratory Distress Syndrome. By understanding how specific proteins regulate the formation of gaps between cells that lead to the leakage, he hopes to develop treatments for this condition.



Robert Dvorak, PhD (North Dakota State University) Dr. Dvorak is testing a novel cognitive retraining program on mobile devices to aid smokers in the quitting process. The application retrains behavioral responses to smoking images in an attempt to modify brain circuits that control basic impulses to smoke.



Kristin Griffiths, PhD (Washington University) Dr. Griffiths will investigate the idea that cytokine interleukin (IL)-17, known to help protect against tuberculosis (TB), is essential to the formation and maintenance of lymphoid structures in the lungs to keep bacteria contained.



Andrew Mehle, PhD (University of Wisconsin-Madison) Dr. Mehle will dissect the contributions of the influenza virus and the immune system during a hyperactive immune response which results in cell death. By differentiating between virally-inflicted and host-derived lung damage, he can lay the groundwork for therapeutic strategies to address hyperactive immune response.



Joseph Reynolds, PhD (Rosalind Franklin University, North Chicago) Dr. Reynolds is studying the roll of specific proteins called cytokines in severe influenza infection. He will investigate whether these cytokines promote improved immune responses to influenza which can lead to new treatments for inflammation-based respiratory disorders.



Jennifer Wambach, MD (Washington University) Dr. Wambach is studying the surfactant protein-C gene region to identify genes that will help physicians predict who will develop lung disease and who will remain healthy. These genes may also be targets for new medications and important for other lung diseases.



Shuyu Yao, PhD, DVM (Indiana University) Dr. Yao will study the Respiratory Syncytial Virus (RSV), the most prevalent pediatric pathogen for lower respiratory tract infection, for which no effective vaccines or treatments exist. This will result in significant insights on RSV pathogenesis, and will help develop therapeutic and preventative strategies.

Building Blocks

Through our signature events and the LUNG FORCE campaign, we continue our fight to end lung cancer by effectively raising funds, engaging volunteers, honoring loved ones and keeping memories alive. Our Fight for Air Climbs, LUNG FORCE Walks, bike rides, galas and golf outings, along with 22,000 participants across the region, helped raise almost \$4 million. Funds that will go toward lung health research, clean air advocacy and education and services for those impacted by lung disease.

Fight for Air Climbs

- The Lung Association's in Wisconsin and Chicago are the nation's two most successful stair climbs, raising more than \$1.2 million collectively.
- Six Upper Midwest climbs remain in the country's top 10.



Jenny Kislow's husband died three years ago from lung cancer. She kept his memory alive by participating in the Fight for Air Climb in Milwaukee on March 21, Tom's birthday. She was one of thousands that climbed the US Bank Center that day.

Galas, Golf and Corporate Cup

- Indiana's Evening of Promise Gala hosted 500 guests, featured more than a dozen sponsors, and raised more than \$300,000.
- Nebraska's Fight for Air Corporate Cup included a whopping 7,000 participants that helped raise more than \$200,000.
- Springfield's Golf Classic celebrated its 22nd anniversary and raised almost \$80,000 dollars with the help of 160 participants.
- Wisconsin's O2 Oxygen Ball Gala broke another record, raising almost \$440,000.





LUNG FORCE Walks

- A force of more than 2,682 walkers participated in three inaugural LUNG FORCE Walks across the region: Des Moines, Iowa; Indianapolis, Indiana; and Oakbrook, Illinois.
- Together, the walkers and events raised more than \$325,000.

Thanks to dozens of local sponsors, thousands participated in three LUNG FORCE Walks across the region raising \$325,000.

Turquoise Takeover

- Through our LUNG FORCE campaign, we have increased passion and support, and have become a leader in the fight against lung cancer and for lung health.
- Our Turquoise Takeover in May during National Women's Lung Health Week included almost 40 buildings and landmarks that were illuminated turquoise across the Upper Midwest.
- We held four LUNG FORCE events engaging hundreds of supporters and earned more than one million media impressions across the region.



As a LUNG FORCE Hero, Meghan O'Brien, helped alleviate the stigma of lung cancer as a "smoker's disease". This was her story, as she never smoked a day in her life. She was a determined advocate and spokesperson, appearing in multiple TV and radio interviews, print articles and sharing her story at LUNG FORCE events. Meghan died of lung cancer on March 1st, 2015 in Illinois. She was 32 years old. It is for LUNG FORCE Heroes like Meghan that we call attention to lung cancer in May during National Women's Lung Health Week.

In addition to the generous contributions by our Signature Events Sponsors, the American Lung Association of the Upper Midwest gratefully acknowledges the following for their leadership in supporting our mission-specific projects. The following represents financial support received in FY15.

Our Partners

\$100,000 & Above

- Anthem Blue Cross and Blue Shield
- City of Chicago Department of Public Health
- ClearWay Minnesota
- Health Care Service Corporation
- Illinois Department of Public Health
- Illinois Emergency Management Agency
- Illinois Corn Marketing Board
- Indiana Department of Health
- Iowa Department of Public Health
- Minnesota Corn Research & Promotion Council
- Minnesota Management & Budget
- Minnesota Soybean Growers Association
- Missouri Foundation for Health
- Minnesota CCD HUD Treasurer
- Northeast Minnesota Community Health Board
- United Health Foundation
- United HealthCare
- United Way of Greater St. Louis
- U.S. Department of Energy
- U.S. Environmental Protection Agency
- U.S. Department of Housing and Urban Development
- Wisconsin Department of Health & Family Services
- Wisconsin Corn Promotion Board, Inc.
- Wisconsin Public Services Foundation

\$25,000 - \$99,000

- Boehringer Ingelheim
- CVS Corporation
- Dominion Energy
- Eli Lilly
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- Illinois Soybean Association
- Indiana Corn Marketing Council
- Inter Faculty Organization
- Kansas Health Foundation
- KCE Public Affairs Associates
- Kindred Healthcare
- Leonardo Technologies, Inc.
- Merkel Foundation
- North Dakota Tobacco Prevention
- Northwestern Medicine
- Ohio Corn Marketing Program
- Partnerships to Improve Community Health
- St. Vincent Health
- State of Nebraska
- Telligen Community Initiative
- The Anthem Foundation
- Treasurer of the State of Missouri
- Ucare
- University of Wisconsin
- Vanguard Charitable



First responders learned how to respond to crashes involving alternative fuel vehicles, thanks to a grant by the U.S. Department of Energy under Award Number DE-EE0006008.

\$10,000 - \$24,999

- Ameren
- American Direct Marketing Resources, Inc.
- Fred and Catherine Andersen Foundation
- BlueCross Blue Shield Minnesota
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- City of Duluth
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- Memorial Health System
- Northwestern Mutual Foundation
- Paul Davis Restoration & Remodeling
- Presence Health
- Presidential Towers
- SmithBucklin Corporation
- The Dolores & Donald Burnett Foundation
- The Enrichment Foundations
- The Horton Group
- U.S. Bank
- Washington County
- Whyte Hirschboeck Dudek S.C.
- Winona County
- Xcel Energy

\$5,000 - \$9,999

- ADM
- Aegis Corporation
- Allina Health System
- American Specialty Health
- Ascension Health
- Associated Bank
- Badger Color Concentrates
- Baird
- Baker Tilly Virchow Krause, LLP
- The Benefit Services Group, Inc.
- Blue Cross Blue Shield of Nebraska
- Chest, Infectious Diseases & Critical Care Associates, PC
- City of Minneapolis
- Clearwater County
- Community Health Network
- Conference of Radiation Control Program
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- Fraternal Order of Eagles
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- Indiana University Health
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- Iowa One Gift
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- Iowa Wild
- Jones Brothers Cupcakes
- KCCI TV
- KDSM
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- KS95
- KSTP
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- Minnesota Corn Research & Promotion Council
- National American University
- Park Nicollet
- Polk County Amateur Radio
- Ruan Center
- Sanford Health
- The Record Herald and Indianola Tribune
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- WMAQ NBC5 Chicago
- WOWT



National Presenting Sponsor CVS Health supports our LUNG FORCE movement and National Women's Lung Health Week in May.



With the support from several partners, we helped hundreds of children with asthma enjoy camps as if they didn't have the disease.

Legacy Society and Individual Donors

The American Lung Association Legacy Society and individual donors help us continue to make a difference in the lives of millions across the Upper Midwest and ensure that future generations can breathe easier. The Legacy Society recognizes those generous supporters who remember the American Lung Association in their wills or other estate plans. You can help through an individual donation, by bequest, charitable gift annuity, charitable trust, retirement plan, life insurance or other legacy gift. Please call (262)-703-4847 or email Marina.Tanzer@Lung.org for more information about estate planning.

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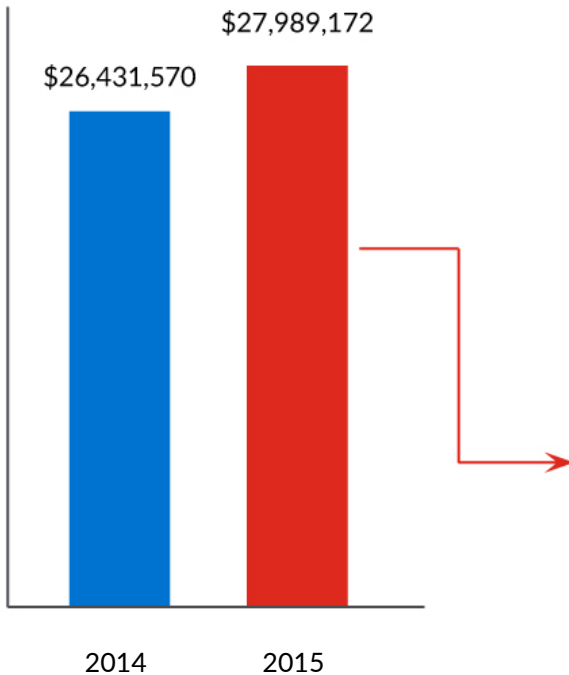
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Mike Kelly
Raphael Kennig
Jeff Keul
Jane Kiernan
Dawn and Scott Kiernan-Sippel
Kimberly Schmit
Hersch Klaff
Tracey & Rick Klein
Chris & Rick Klumb
Jennifer Knuth
Michael Kobs
Dean Kopesky
Gary Kratz
Caroline Krider
Maureen Lafrance
Jonathan Ledden
John Leopold
Christopher Lissner
Audrene Lojovich
Laurie and Arthur Mandell
Gina Maniscalco
Roula Manokas Tsirikolias
Marilyn Mather
Lisa Mauer & Ed Probst
Jeffrey McCloskey
Laura McGonigle
Stephanie Mehta
Ronald Meiergerd
Harold Meissner
Thomas G. Miglis
Meghan Miller
Wayne Morgan
Joseph Neuberger

Mary Nevin, MD
Grace & Pat O'Brien
Jerald Olds
Paul Olson
Carol Oukrop
Sherry Pasetka
Patricia Phillips
Ann & Warren Pierson
Inez Poindexter
Richard Puckett
Barbara Riley
David Rolf
Michael Roos
Mark Ruby
Roger & Fran Rumble
Rachel Rydel
Dorothy Sanford
Josef Saniga
Lili Scarpa
Larry Schreiber
Donald Schumacher
Mendon Schutt
Greg Semmel
Ruth Serres
Jack Shapiro
Scott Siewert
Penny Siewert
Charlotte Simonis
Andrea Smiley
Dale Smith
Ronald Smith
Kevin Smith-Fagan
Lori Sollin
Cynthia Spilker
Mary Ellen & Scott Stanek
W. Timothy Steinle
Bill Stephan
Mrs. Thomas Stern
Todd Teske
Tom & Wendy Thress
Dave Tjaden
Peter Torseth
Jean Trey
Frank Trummer
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Sally Vance
Linda & Rick Vander Heiden
Kristi & Ed Wadhams
Michael Walker
Randall Walker
Margaret Wallach
Brian Ward
Cindy Ward
Karin & Masood Wasiullah
Melinda Wehrle
David Weisberg
Tracy Welker
William Werner

Mary & Mark Whitfield
Michael Wilm
David Winclechter
Jane Windmeier
Richard Woellner, MD
Susan Wolf
Maureen Woyna
S. Wright
Shay & Brenda Wyley
James Youngblood
Adreani Foundation
The Bettel Family Foundation
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Kopp Family Foundation
Meier Family Foundation
H.H. Peterson & H.G. "Cockey" Peterson
Foundation
Raynie Foundation
The Robison Family Foundation

- \$20** Teaches one lung cancer patient about the latest lung cancer treatments
- \$60** Gives three people with lung cancer access to a lung cancer hotline counselor
- \$75** Helps 100 Americans assess their lung cancer risk with our online assessment tool
- \$100** Gives 5 people with COPD, which includes emphysema and chronic bronchitis, access to a lung health hotline counselor
- \$350** Helps 10 teens quit smoking
- \$500** Teaches 20 children how to manage their asthma
- \$1,500** Sends one lung cancer patient to the U.S. Capitol to ask Congress for more lung cancer research funding
- \$6,250** Funds one month of life-saving COPD, including emphysema and chronic bronchitis, research breakthroughs
- \$32,500** Helps a new doctor become a lung cancer researcher
- \$100,000** ... Funds life-saving lung cancer research breakthroughs

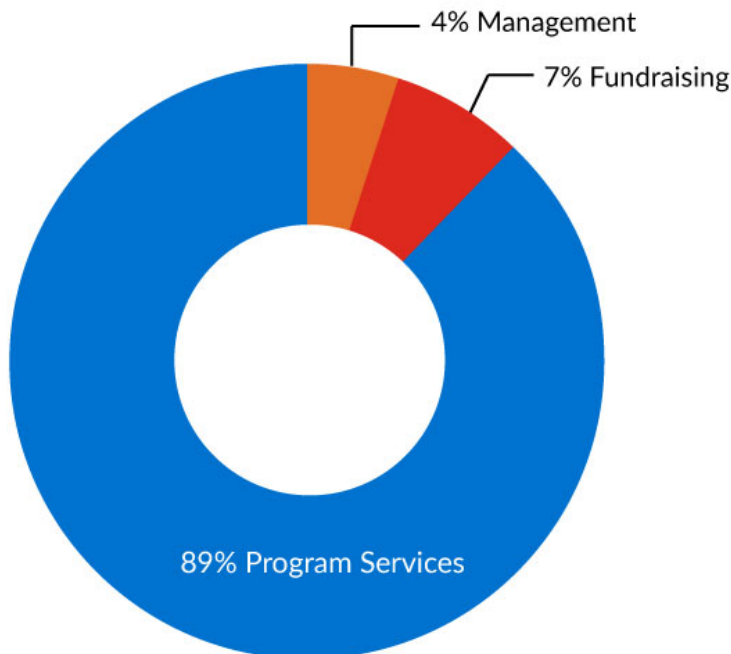
Total Revenue



Revenue – July 1, 2014 - June 30, 2015

Operating Results	
Direct Mail	\$ 4,519,661
Special Events	\$ 3,623,425
Fundraising Programs	\$ 258,963
United Way and Workplace Giving	\$ 591,836
Memorials	\$ 328,839
Bequests	\$ 1,977,455
In-kind Contributions	\$ 2,055,943
Grants	\$ 10,915,763
Other Revenue	\$ 3,717,287
Total Revenue and Public Support	\$ 27,989,172
Total Expenses	\$ 27,169,461
Change in Net Assets from Operations	\$ 819,711
Net Assets at End of Year	\$ 22,381,487

Where Your Money Goes



The American Lung Association of the Upper Midwest is proud to have a 4 of 4 stars rating by Charity Navigator, the nation's largest and most-utilized evaluator of charities.

Local leadership boards are a critical component to our success. In each major market, these local leadership volunteers not only chart our course, but are an integral part of funding our work.

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Thank you again for your generous support in 2015 which fueled the pursuit of our Mission.

This next year, we plan to grow and expand our impact on lung health and clean air by increasing our investment in research; enhancing our programs to further reduce the burden of lung disease; advocating for more smoke-free and clean air policies; and strengthening our partnerships and creating new ones.

We urge you to flame your passion, increase your involvement and boost your support because the fact remains, lung cancer is still the number one cancer killer in the country and millions still suffer from lung disease. Though we made great strides this year, we have work ahead and your support is critical to strengthen the American Lung Association and reach many more successes.

We've come a long way and had many accomplishments but more needs to be done to accomplish our mission – to save lives by improving lung health and preventing lung disease.

Call 1-800-LUNG-USA or visit Lung.org to stay informed, inspired and invested in our fight against lung disease and for lung health.





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