

# 2013 ANNUAL REPORT



Serving Alaska, Hawaii, Idaho, Montana,  
Oregon, Washington and Wyoming

## CELEBRATING HEALTHY LUNGS AND CLEAN AIR

*Our mission is to save lives by improving lung health and preventing lung disease.*



Partners, donors and friends,

Recently, one of our staff members shared a note with us. It was from David, a grateful participant in our Freedom From Smoking cessation program from Medford, Ore. It read, "I went into this class not even sure if I was ready to quit, and now I am confident that I will never use tobacco again!"

These are the moments when we know that we are making an impact on people's lives. It is because of the commitment from companies, organizations and individuals like you that we have been able to reach so many people like David with our message of healthy lungs and clean air. Thank you so much for your support over the past year and for joining us in making our mission reality.

We are also fortunate to have more than 1,400 volunteers across our 7-state region. These committed, passionate people do everything from serving on our Board and state Leadership Councils, to providing logistical support at our fundraising events, to planning and implementing health education initiatives. Read more about our volunteers on page 10.

We have much to celebrate in regards to our three focus areas: air quality, lung health, and tobacco prevention and cessation. We now have 41 Better Breathers Clubs operating across all seven states, providing crucial support for people suffering from lung disease.

*Dear HelpLine staff: thanks for all you have provided me and my father...his COPD diagnosis came as a surprise...the information on how the patient should perform a pulmonary function test is enlightening. Thank you!*

-Jason, Tacoma, Wash.



Ted Zurcher  
Board Chair

Renée Klein  
President and Chief Executive Officer

More individuals than ever before are calling the toll-free Lung HelpLine (1-800-LUNG-USA) to receive free lung health information from registered nurses and respiratory therapists. Additionally, your financial support has allowed us to maintain strong advocacy efforts, as we work to protect the air we breathe. We invite you to read more about our advocacy successes on page 3.

Every single gift makes a real difference in helping us fulfill our lifesaving mission. As a fiscally responsible charity, we are committed to being the best possible stewards of donated funds. Thank you for making every breath count.

# Changing Laws

One of the most important roles of the American Lung Association of the Mountain Pacific is to advocate at the local, state and federal for laws that improve air quality, protect people from secondhand smoke and tobacco, and improve the lives of those with lung disease.

## Community Spotlight: Oregon becomes sixth state to make cars smokefree

The American Lung Association led advocates in supporting legislation to provide smokefree cars for youth in Oregon starting January 1, 2014. We have long known that there is no safe level of exposure to secondhand smoke, and children are especially vulnerable to the toxins because their bodies are still developing – putting them at an increased risk for asthma, ear infections, bronchitis and pneumonia. The vulnerability of children to secondhand smoke is intensified by the uniquely toxic environment in the small, enclosed space of a car. A California Air Resources Board study found that secondhand smoke in cars can be up to 27 times more concentrated than in a smoker's home.

*Our children – our babies – do not have the ability to stick up for themselves and keep themselves safe from secondhand smoke. As a community, it is so important that we take action and protect these kids.*

-Kylie Menagh-Johnson, Portland, Ore.



*Kylie Menagh-Johnson with son Bridger*

Kylie Menagh-Johnson, a lung health advocate, testified in support of this legislation. Kylie spoke eloquently about her past experiences of being exposed to secondhand smoke as a child, as well as her concern now for her own children, as a mother and step-mother to four. Personal stories like Kylie's are critical to persuading legislators to stand up for policies that protect lung health.

Oregon joins five other states in protecting children from secondhand smoke in cars. Oregon's law makes smoking in a motor vehicle with a minor under the age of 18 present a secondary traffic violation. To learn more, visit: [www.SmokefreeCarsforKids.org](http://www.SmokefreeCarsforKids.org).



# Improving Lives

The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

Across our region, people are breathing easier thanks to American Lung Association health initiatives. In partnership with community organizations, we are reaching individuals at risk of lung disease and those already diagnosed with life-saving messages of hope and research-based education to help them live life to the fullest:

- Barb joined her sister at a lung cancer educational night, learning about resources and survivor stories that will help in her own battle against lung cancer.
- Marty quit smoking cigarettes through our tobacco cessation program and looks forward to an active and healthy future.
- Beverly sleeps better at night, knowing that the Lung Association's asthma resources for parents helped identify and eliminate triggers that previously caused asthma attacks in her nine-year-old son, Gabriel.

## Community Spotlight: LGBTQ Community in Alaska



*Alaska's 2013 PrideFest was by far the largest to date...partnering with the American Lung Association to make one of the PrideFest's largest events smokefree was a wonderful opportunity to make the event healthier for all attendees.*

-Phyllis Rhodes, Executive Director, Identity Inc.

Smoking is the leading cause of preventable illness and death in the country. Unfortunately, smoking rates in the LGBTQ (lesbian, gay, bisexual, transgender, questioning) community is double that of the general population, making tobacco's toll on this underserved community far too great. The Lung Association is partnering with community groups to change social norms around tobacco use and help stem the devastating tide of lung disease that follows.

For the past five years, the American Lung Association in Alaska has partnered with Identity, Inc., a local LGBTQ organization, and other community partners to ensure that the annual PrideFest incorporates tobacco prevention messages in their program. New this year, the Identity board of directors passed a policy making one of the largest Pride Festival events smokefree, as well as a declaration to never accept tobacco industry funds. Through this partnership, we are changing social norms and improving the health of the community.

# Finding Cures

People from every walk of life are living healthier, more active lives, thanks to the medical breakthroughs pioneered by American Lung Association researchers and our colleagues worldwide.

## Local Research

### Hideki Shishido, Ph.D.

Oregon Health & Science University

*Analysis of cystic fibrosis transmembrane conductance regulator co-translational folding using solid-state FRET*

### Ryan Larson, Ph.D.

Seattle Biomedical Research Institute

*Defining the suppressive mechanisms utilized by Mycobacterium Tuberculosis-specific regulatory T cells*

### Stephen Reeves, M.D., Ph.D.

Seattle Children's Hospital

*Airway epithelial regulation of lung fibroblasts and extracellular matrix deposition in Asthmatic airway remodeling*

### Christopher Migliaccio, Ph.D.

The University of Montana

*Investigating Wood Smoke's Effects on the Lungs*

### Stacy Edwards, MPH

Oregon State University

*Reducing Nondaily Smoking among OSU Students*

## Research Spotlight:

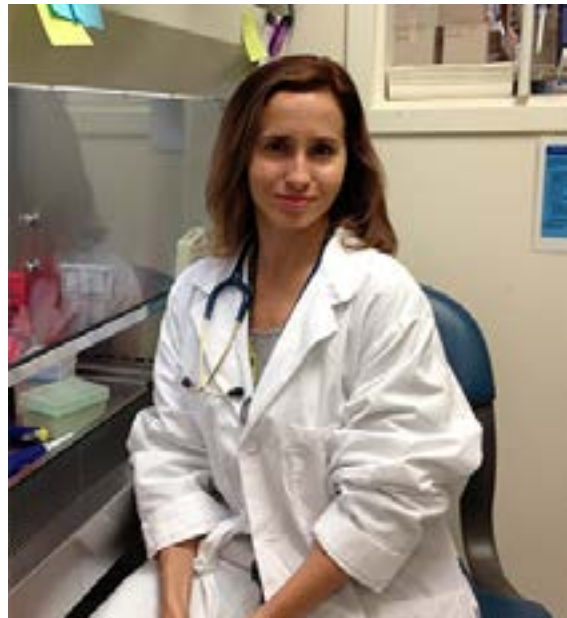
### Christina Lancioni, M.D.

Oregon Health and Science University

*Defining the capacity of neonatal macrophages to respond to mycobacterium tuberculosis infection*

*During my training in various countries in Africa, I witnessed first-hand the devastating effects tuberculosis has on both children and their families. I knew at that time that I would dedicate my career as a physician-scientist to improve our ability to prevent, diagnose, and treat pediatric TB.*

-Christina Lancioni, M.D.



Dr. Christina Lancioni at work in her laboratory

Tuberculosis (TB) poses a major global health threat. Nine million people develop active disease resulting in almost two million deaths each year. Although Bacillus Calmette-Guerin (BCG) vaccine is the most commonly administered vaccine worldwide, it does not offer infants and young children good protection against TB. Dr. Lancioni's research focuses on understanding how macrophages, the immune cells that first encounter the TB pathogen in the human lung, uptakes, contains and kills the infection. Using this approach, her team will identify defects in newborn macrophage responses to TB infection. This information can then be used to design the next generation vaccines for newborns, offering exciting possibilities in future improvements in preventing and treating TB in infants.

# Raising Funds

Last year, more than 5,000 individuals participated in more than a dozen fundraising events throughout our region. They climbed stairs and mountains, cycled and walked the city streets. Others helped us celebrate local champions for lung health. Thank you to our supporters, volunteers and sponsors for raising \$1.4 million for healthy lungs and clean air!

## Achieving New Heights while Facing Lung Cancer



Robin Cecil (in baseball cap) with members of Team Cecil

When Robin Cecil received confirmation in February 2011 that she had Stage 4 lung cancer, she and her family were devastated. She lived a healthy lifestyle and was training for a half-marathon at the time, when she first noticed that breathing was becoming difficult.

At the time of her diagnosis, she was given between 12-22 months to live. Two and a half years later, Robin has surpassed her physician's most optimistic expectations.

*The stairclimb gave me the comfort of knowing that I can still make a difference. The money we raised will help someone else in need—whether it is new research, new medicine, or to help the organization thrive.*

-Robin Cecil, Boise, Idaho

### FY13 Events Highlights

- Held inaugural *Fight for Air Climb* in Portland with more than 300 participants.
- Recognized Port of Seattle, Boise Valley Asthma and Allergy Clinic, and Alaska Native Tribal Health Consortium at breakfast events with *Breathe Easy Champion Awards* for their work in promoting clean air and lung health.

It wasn't always easy for this wife, mother, and grandmother of three. The first two years of treatment were especially tough. The chemotherapy didn't work. She was told at one point there was no chance of remission, as the cancer had spread to other areas of her body, including her neck and hips.

Then Robin learned about the Boise "Fight For Air" Climb and signed up for the event as her 47th birthday present to herself and to give back to the lung health community.

While training for the stairclimb, Robin received encouraging news from her doctor about her prognosis. This inspired her to keep going—forming the largest team, which raised more than \$6,000 for the Lung Association!

Today, Robin is in remission, thanks to her strong faith, support from family, advances in medicine and her positive attitude. As she says, "I may have cancer, but cancer does *not* have me."

Please visit us at: [Lungmtpacific.org](http://Lungmtpacific.org) and select "Fundraising Events."

# How your Donation is Saving Lives

## Advocacy

Our advocacy efforts are primarily focused on state legislation and agency regulations that will help everyone breathe easier in our seven-state region. Our shared policy priorities include working for healthy, clean air; promoting policies for better lung health; and working to support strong tobacco prevention and control laws. We also are working hard to protect the Clean Air Act, which saves an estimated 160,000 lives and close to \$1 trillion dollars in health care costs each year. Through our advocacy work, the American Lung Association works toward our ultimate goal of liberating the world of lung disease.

## Education

The American Lung Association of the Mountain Pacific provides critical resources and services designed to reach everyone affected by lung disease. Lung disease has many causes, takes many forms, and virtually everyone is touched by it at some time. For the millions of Americans living with lung disease, and their loved ones, drawing the next breath is not something to be taken for granted. With programs like Better Breathers Clubs, Asthma Educator Institutes, Freedom from Smoking and Master Home Environmentalist, we are creating a multitude of lung health champions armed with the tools to help their communities breathe easier.

## Research

For nearly a century, the American Lung Association of the Mountain Pacific has provided research dollars to local and national researchers seeking ways to prevent and cure lung disease. We have funded significant research endowments at the University of Washington and the University of Hawaii, which will continue to support local research for years to come. In addition, our support of Asthma Clinical Research Centers has led to advances that improve the lives of those living with asthma every day. Nationwide, Lung Associations contribute more than \$5 million to fund research each year because we know that the key to finding cures for all lung diseases is research.

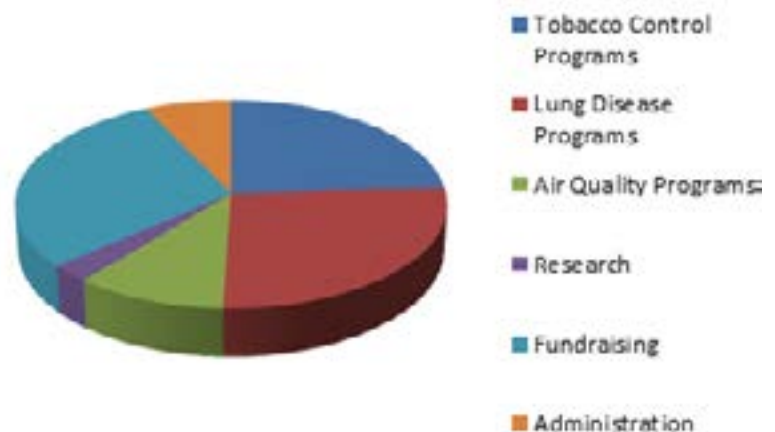
### Revenue – year ending June 30, 2013

Direct Mail Revenue	\$1,658,920
Special Events (Net)	\$1,098,888
Program Grants	\$943,294
Bequests	\$472,527
In-Kind Donations	\$216,754
Individual Gifts	\$170,870
Program service fees/sales	\$178,829
Corporate/Foundation Gifts	\$156,656
Interest/dividends	\$150,588
Other	<u>\$13,477</u>
<b>Total Public Support &amp; Revenue</b>	<b>\$5,060,803</b>

### Expenses – year ending June 30, 2013

Program, Research and Advocacy	63.6%
Fundraising	29.3%
Administration	7.1%

### Functional Expenses



# Thank You

We recognize these individuals who have generously supported us with a gift of \$1,000 or more from July 1, 2012– June 30, 2013.

Victoria Barr de Quiñones  
 Hannah Bell  
 Joan Bellinger  
 Julie D. Bennett  
 Donald Berglund Estate  
 Jane A. Biddle & Ken Seamon  
 Mabel Boggs Estate  
 Suzanne Boisen  
 Brandon Boyton  
 Geraldine Brady  
 Mark Brashem  
 Ann Brodie-Knope  
 Carol M. Brown  
 Casey Calhoon  
 Roger Cline  
 Benjamin Cocanougher  
 Robert Conarow Sr. Estate  
 Michael Cote  
 Daria Crymes  
 Linda Dean  
 Karen Dechman  
 Dave Dewell  
 David Dichek  
 The Dittrich Family  
 Ruth Rankin Dolsen  
 James Duncan Estate  
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 Karl Ericson  
 Bernadine Esposito  
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 Vera Fitzgerald  
 Paul Formiller  
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 Todd Fowler  
 Jodi Friedman  
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 Gary Galiher  
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 Patty Ginsburg & Steve Lindbeck  
 Ellen Glasser  
 Tom & Lisa Goulet  
 Beatrice Granen  
 John Granen  
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 Virginia & BJ Hall  
 Cindy Hamielec  
 Edward Haywood  
 Gerhard Heiter Estate  
 Cynthia Hofer  
 Eiluned Hogenson  
 Hollie Hollesen  
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 William & Betty Hyde  
 Zach Hyder  
 Kimiko Kawahara Estate  
 Richard Keefer  
 Patricia Kennedy  
 Neil Kirby  
 Erik Knutson  
 C.S. Koga  
 James LaJeunesse  
 Timothy Landwerlen  
 Lorraine Leslie  
 Ramona Longacre  
 Alistair Lowe-Norris  
 Steve Lucco  
 John Marchetti  
 Linda McCauley  
 Robert Merchant  
 Brian Motland  
 Mary Murfey  
 Gene Nash  
 Maurice Nelson  
 Rory F. O'Dwyer  
 Sharon M. O'Hara  
 Daniel Paulson  
 Ethelyn Peters Estate  
 Tom Plagenhoef  
 Kathleen Porterfield  
 & Norwood Eggeling  
 Romaine Potosky  
 Linda Ramirez  
 William Reade  
 Gwen Rice  
 Christine Roalofs  
 Sandy Rock  
 Gary Rogers  
 Grace Rollo Estate

Sandra Scott  
 Robert Seder  
 Frances Sharpe Estate  
 James Singleton  
 Betty Skinner  
 Jeffrey Sloan  
 Sylvia Stanley  
 Craig Steele  
 Jeffrey Stelter  
 Thomas & Kathleen Sullivan  
 Eric Swenson  
 Elizabeth Tam  
 Curtis Templin Estate  
 Neil Tepper Estate  
 Joseph Tiedt Estate  
 William & Connie  
 Waddington  
 Kathleen Wallace  
 Matt Weaver  
 Marilyn Weston  
 Nancy Williams  
 James Wong  
 Douglas R. Wrigley  
 Frank Yesmant  
 Douglas Q.L. Yee

*A big "Mahalo" (thank you) to the American Lung Association, whose efforts inform our communities and our legislators to keep our air clean, protect our respiratory health, and promote healthy habits. Chronic lung conditions such as COPD continue to increase, so we must work to curb tobacco smoke and other sources of air pollution, tuberculosis and other lung diseases. That's why I give to the Lung Association.*

-Dr. Elizabeth Tam



# Thank You

We recognize these organizations that have generously supported us with a gift of \$1,000 or more from July 1, 2012 – June 30, 2013.

Anonymous	Genentech	National Frozen Foods Corporation
808 Sports Leagues	Gibson Family Foundation	Nephron Pharmaceuticals
AAA Oregon/Idaho	Gilead Sciences Inc.	Northwest Natural
Actelion Pharmaceuticals US, Inc.	GlaxoSmithKline	Novartis
AIG Matching Grants Program	GlaxoSmithKline Foundation	OCF Joseph E. Weston Public Foundation
Alaska Airlines	GlobalGiving Foundation Matching	Office of Hawaiian Affairs
Aloha United Way	Great-West Life & Annuity Insurance Company	One West Commons
Alyeska Pipeline	Grifols Therapeutics Inc.	Oppenheimer Companies Inc.
Arom Inc.	Group Health Cooperative	Pelican Pub
AstraZeneca Pharmaceuticals	HMSA	Pfizer
BAE Systems Matching Gifts Program	Hamon Corporation	Port Madison Enterprises Port of Seattle
Bank of America Matching Gift Program	Harry & Jeanette Weinberg Foundation	Portland General Electric
Bard Medical Division	Hawaii Bowl Foundation	Providence Cancer Center
Baxter Healthcare Corporation	Hawaii Community Foundation	Pulmonary Consultants P.L.L.C
Bergen County United Way Charitable Flex	Hawaii Medical Assurance Association	The Queen's Medical Center
BodyBuilding.com	Hawley Troxell Ennis & Hawley LLP	Rack Attack USA LLP
Boehringer Ingelheim USA Inc.	Highline Medical Center	Rainier Welding Inc.
Boeing Employee's Community Fund	Hill-Rom Respiratory Care	Regional Hospital
Boeing Matching Gifts	Holland America Line	Renaissance Charitable Foundation Inc.
Bolander Trust	Holland & Hart LLC	Robert W. Baird and Co. Inc.
Boston Scientific Corporation	Hospira Inc.	The Setzer Foundation
BP Exploration Alaska	Hunter Engineering Company	Silver City Automotive
BP Fabric of America Fund	Idaho State Department of Health	South View Medical Arts
BP Lester & Regina John Foundation	Intermune, Inc.	State of Alaska
Cairncross & Hemplemann	Janssen Pharmaceutical	State of Hawaii
The Cancer Support Community	The Julius C. Jeker Foundation Inc.	State of Idaho
Chena Obstetrics & Gynecology	Kaiser Permanente	State of Washington Dept. of Health
City of Seattle	Kindred Healthcare	Straub Clinic & Hospital
CNA Foundation	Kindred Hospital Northgate/Seattle	Sunovion Operations
Columbia Inspection	KPFF	superDimension, Inc.
Columbia State Bank	KPMG LLP	Swedish Medical Center
Community Health Charities of Hawaii	Land Title & Escrow Comp. of Skagit & Island County	Teva Pharmaceuticals
Community Health Charities of Oregon	Larry H. Miller Subaru	Top of the World Party Fundraiser
Community Health Charities of Washington	Law Office of Jeffrey Mutnick	Trinity Health
Comprehensive Health Management, Inc.	Lichtenstein-Tom Charitable Fund	University Health Alliance
CSL Behring LLC	LifeCare Management Services	United HealthCare
Ecotech Inc.	LifeWise Health Plan of Oregon	United Therapeutics Corps
Elmer K. Keao Fund	Lojek Law Office	United Way of Anchorage
Eddie Bauer	M. Brashem Inc.	United Way of Benton and Franklin Counties
Enterprise Holdings Foundation	Matrex Exhibits	United Way of King County
Exergy Development Group	Matson Navigation Company, Inc. & Subsidiaries	United Way of the Columbia-Willamette
Ferguson Wellman Capital Management	Mayfield's Quality Cleaners	University of Washington School of Medicine
Firstgiving, Inc.	Merck Sharp & Dohme	U.S. Army Health Care Recruiting
Fisher Diagnostics	Merit Medical	U.S. Bank
Forest Pharmaceuticals	Microsoft Matching Gifts Program	U.S. EPA Region 10
GE Foundation	Muckleshoot Casino	Vulcan
	National Center for Healthy Housing Inc.	Walmart

# Sharing Talents

Volunteers are one of our greatest assets and critical to our success. Thank you to the more than 1,400 volunteers who help us fulfill our mission!

## Missoula Volunteer Recognized by White House



*Dr. Georgia Milan*

*The quality of the air we breathe has a direct impact on human health, particularly lung health. That is why I am proud to volunteer for the American Lung Association and raise awareness about the health hazards of air pollution.*

- Georgia Milan, M.D., Missoula, Mont.

Dr. Georgia Milan exemplifies volunteer service and leadership. In 2012, after 30 years as a family physician, she decided to leave her clinical practice to focus on what she believes is the most significant public health threat of our time: climate change. Dr. Milan serves on the Lung's Association's Missoula, Mont., Advocacy Board, a group of professionals who help guide and advocate for the Lung Association's healthy air work in local communities.

Dr. Milan has also authored opinion pieces on behalf of the Lung Association about how Clean Air Act regulations will improve human health. She and Montana Initiatives Manager Kim Davitt have given joint presentations about air quality issues in Montana and the health effects of climate change.

In 2013, Dr. Milan was selected to receive a prestigious "Champion of Change" award from the White House for her work around climate and public health. The program, "Champions of Change: Protecting the Public Health in a Changing Climate," recognizes citizens, public health experts, medical professionals and community and business leaders who are raising awareness about climate-related health effects, taking steps to reduce carbon emissions, and helping better protect their communities. Dr. Milan was chosen as one of 10 men and women addressing the health impacts of climate change.

Dr. Milan is a member of Physicians for Social Responsibility and a graduate of Mayo Medical School.

## Board of Directors

The board of the American Lung Association of the Mt. Pacific is the regional governing body of our organization. These passionate volunteers represent the interests of their respective states, as well as the region as a whole, in advancing the Lung Association's tobacco control, lung health and air quality initiatives.

**Ted Zurcher, Chair**

Oregon

**John Coefield, Past Chair**

Montana

**Mike Fenello**

Idaho

**Patty Ginsburg, Chair Elect**

Alaska

**Virginia Hall**

Oregon

**Don Lojek**

Idaho

**Robert Merchant, M.D.**

Montana

**Robert Tad Seder, Secretary**

Washington

**Sterling Yee, Treasurer**

Hawaii



## Offices

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Honolulu, HI 96813  
808.537.5966

**Idaho**

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Boise, ID 83702  
208.345.5864

**Oregon**

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Tigard, OR 97224  
503.924.4094

**Washington**

822 John St.  
Seattle, WA 98109  
206.441.5100

The American Lung Association of the Mountain Pacific also has employees advancing our mission from the following cities:

- Fairbanks, Alaska
- Wasilla, Alaska
- Hilo, Hawaii
- Missoula, Mont.
- Spokane, Wash.
- Vancouver, Wash.



Serving Alaska, Hawaii, Idaho, Montana, Oregon, Washington and Wyoming

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Oregon, Washington and Wyoming

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The American Lung Association of the Mountain Pacific is a recognized public charity under Section 501(c)(3) of the Internal Revenue Code and is registered to do business in the states of Alaska, Hawaii, Idaho, Montana, Oregon, Washington, and Wyoming.