

2010-2011 Annual Report

Fighting For Air



 **AMERICAN
LUNG
ASSOCIATION®**
OF THE SOUTHEAST, INC.

Fighting for healthy air and healthy lungs.

Dear Friends:

It's hard to believe another year has passed and it is time again to share our successes and challenges in fighting for healthy air and healthy lungs. As always, we are united in pursuing our mission—to save lives by improving lung health and preventing lung disease—through research, education and advocacy.

We recently asked people to share why they are proud of the American Lung Association of the Southeast, Inc. (ALASE) and the answers varied widely. Some noted the success of our advocacy work fighting for clean air laws and protecting people from secondhand smoke. Others singled out our commitment to providing support and assistance to diverse populations. Our investment in research to find better treatments and cures for lung cancer and other lung disease ranked high in our sample. Finally, many were pleased with our good stewardship of the donations we receive to fulfill our mission.

It is true we have so many things to celebrate this year—our hard work fighting for air for every person in Florida, Georgia and South Carolina, the immense number of programs and resources we provide, and the dedicated group of volunteers, supporters and staff who live our mission on a daily basis.

For more than 100 years, the American Lung Association has been the leading organization combating lung disease, currently the number three killer in our country. Our fight is more important than ever. We thank you for your generous support and for not taking for granted the simple act of breathing.

Sincerely,

Martha C. Bogdan
President & CEO



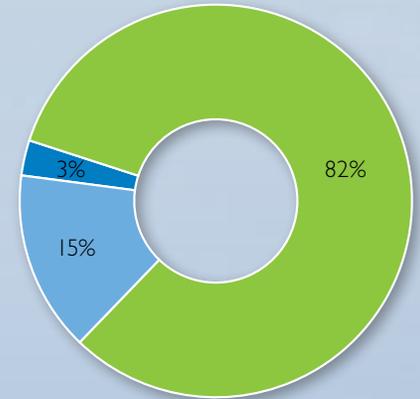
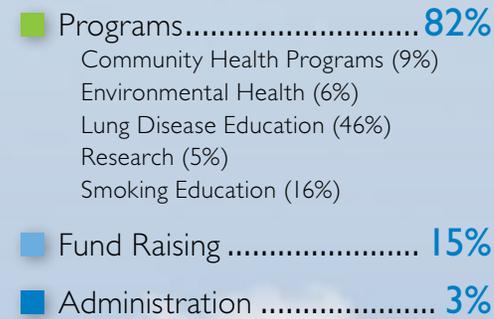
Martha C. Bogdan

Alan D. Johnston, M.D.
Chairman of the Board



Alan D. Johnston

The American Lung Association of the Southeast, Inc. 2010-2011 Functional Expenses



A complete Statement of Activities and Statement of Functional Expenses can be found at www.LungFLA.org under "About Us" or mailed to you by request by emailing alaf@lungfla.org with your name and address.

WHERE YOUR DONATION GOES:

Eighty-two cents of every dollar donated to the American Lung Association of the Southeast, Inc. goes directly back into research, education and advocacy.

Please don't forget about all the work the American Lung Association is doing in your community and beyond.:

- Asthma Education Programs
- Lung Disease Support Groups
- Tobacco Prevention and Cessation Programs
- Asthma Clinical Research Centers
- Asthma Summer Camps
- Lung HelpLine
- Professional Education Programs

Fighting for a day when we can all breathe easier.

NO ONE DESERVES LUNG CANCER:

Lung cancer is the leading cause of cancer death in our country. In 2011 alone, more than 221,000 new cases of lung cancer were diagnosed, and sadly, six out of ten of those will die within one year. ALASE believes no one deserves lung cancer. Fortunately, our organization is uniquely equipped to bring this deadly disease to the forefront, increasing visibility and awareness through our research, education and advocacy efforts.

ALASE is supporting lung cancer patients through our Lung HelpLine, support groups and Clinical Trials Matching Service. We are funding research that may lead to better treatment options, detection methods and one day, a cure. We created the Lung Cancer Discovery Award, the American Lung Association's top research grant, because we recognize the importance of addressing this devastating disease head-on. We are advocating for important prevention policy and environmental change, including the reduction of tobacco's burden and the support of clean air initiatives such as those that address radon exposure in homes, the second leading cause of lung cancer.

One of our noteworthy ALASE volunteers committed time and energy to our work against lung cancer. Logan Morrison, a Major League Baseball left fielder for the Miami Marlins, lost his father to lung cancer. He has stepped up to the plate to fight this deadly disease by serving as our 2010 Christmas Seals chair, using his strong social media following to share important information and creating a LoMo Camp for a Cure, a baseball camp put on by Logan's teammates, colleagues and coaches, where proceeds benefit our important No One Deserves Lung Cancer initiative.



DIVERSITY IN RESEARCH:

The American Lung Association knows research is an important part of our comprehensive approach to reach our vision, one that is combined with our efforts in educational programs, patient resources and public health policy.

ALASE funds important research that focuses not only on a cure, but also on better detection and treatments for a variety of lung diseases. Last year, Florida, Georgia and South Carolina spent more than a half million dollars on research projects, supporting researchers at all levels of their careers. Research is vital, yet severely underfunded, so we are proud to share that for every dollar invested in American Lung Association research programs, \$15 of additional support for lung disease research is generated.

Our beneficial research does not just take place in labs and clinics. We understand the value of analyzing raw data to ascertain vital and important information on a variety of topics—from our State of Tobacco Control report, which grades states on tobacco control issues such as smokefree air and cessation services, to our State of the Air report, which analyzes unhealthy air in counties and cities across the nation.



Additionally, we recognize the importance of examining the state of healthy air and healthy lungs among specific population groups, which is why we annually release the State of Lung Disease in Diverse Communities. We also publish other reports addressing specific diseases among diverse audiences, such as *The Burden of Asthma on Hispanics*, *Too Many Cases, Too Many Deaths: Lung Cancer in African Americans* and *Smoking Out a Deadly Threat - Tobacco Use in the LGBT Community*.

Fighting for all the things that make air worth breathing.

The Board of Directors is the governing body responsible to the public for the American Lung Association of the Southeast, Inc.'s mission and effectiveness. The Board is responsible for establishing the strategic direction of the organization and ensuring accountability.

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