

2011-2012 Annual Report
Fighting For Air



Fighting for healthy air and healthy lungs.

Dear Friends:

We welcome the opportunity to speak with you again and showcase the hard work and dedication in our fight for healthy air and healthy lungs during the past year. It has certainly been an exciting year for education, research and advocacy, all which contribute to the pursuit of our mission—to *save lives by improving lung health and preventing lung disease.*

The word “volunteer” has origins from the Latin voluntaries, meaning “of one’s free will.” We are pleased to share examples of the strong will and commitment of some of the American Lung Association of the Southeast’s group of volunteers. They have many different backgrounds and personal connections to lung disease, and have displayed their support in a variety of ways, but they are all united in the fight for healthy air and healthy lungs in Florida, Georgia and South Carolina.

From Marsall Deason’s fight against Big Tobacco and Libi Bates’ positive presence at our lung cancer support group to Jerry Cohen’s push for research and Steve Scott’s commitment to planned giving, we are so grateful for their assistance in helping us be the lead organization combating lung disease, the number three killer in the United States.

They, along with our supporters and staff, will not stop until we have clear skies over every community and healthy lungs throughout the country. We are not just fighting for air, but for all the things that make air worth breathing.

Thank you for being part of our fight,

Martha C. Bogdan, MSA
President & CEO



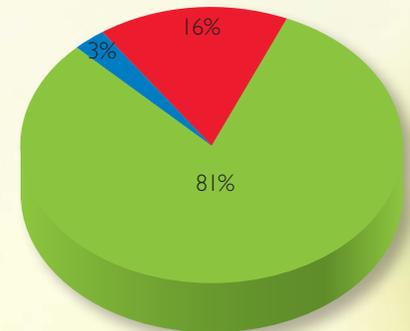
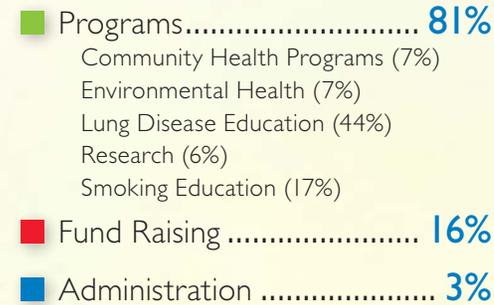
Martha C. Bogdan

Marcia Williams, EdD
Chair of the Board



Marcia Williams

The American Lung Association of the Southeast, Inc. 2011-2012 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-one cents of every dollar donated to the American Lung Association of the Southeast, Inc. goes directly 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.

National Volunteer of the Year

Steve Scott first became involved with the American Lung Association more than 25 years ago when his Nissan dealership sponsored a series of sanctioned tennis tournaments to benefit our cause. Since that time, he has brought his strong business and financial acumen to the Association's volunteer Board of Directors, helping to preserve assets and manage our investments for prosperity in years to come. Most significantly, this



dedicated volunteer helped establish an endowment for the organization to provide funding for research and other programs, making the first significant contribution and challenging other volunteers to join him. Steve, pictured here on the right accepting his award, is an excellent example to other volunteers and the corporate community.

Will Ross Medal



Marshall Deason, Esq. was honored with the Will Ross Medal, the highest award given by the national American Lung Association. It honors volunteers who have made a significant contribution to the prevention and control of lung disease. The award is named for Will Ross, an American Lung Association Past President and former tuberculosis patient, and one of the Association's most distinguished volunteers.

Marshall has been actively involved, especially in the Lung Association's advocacy efforts, since the early 1970's when he contributed his legal expertise to help fight air pollution by the sugar cane and power industries in the South Florida area. Since that time, he has served on the Association's Board of Directors and worked on tobacco issues, such as smoking bans and anti-tobacco initiatives. He is especially concerned about the effects smoking has on both children and adults, and is dedicated to continuing to help fight for air.

Charles F. Tate, Jr., MD Volunteer of the Year Award

A strong will and personal vision has played a huge part in the impact made by volunteer Libi Bates (pictured on cover). After facing early challenges to come out at the top of her profession, this mother and grandmother faced another when diagnosed with lung cancer at age 49. She used her positive outlook and ability to turn hardships into opportunities to further the American Lung Association's work, as a major fundraiser at our Fight for Air events (raising more than \$10,000 last year) and an active member of our Lung Cancer Support Group. Sadly, Libi lost her battle with lung cancer this year, but her courage and impact will not be forgotten.



American Lung Association of the Southeast's President's Award



Jerry Cohen's volunteer work for the American Lung Association spans decades. As a parent of a child with asthma, she is acutely aware of the dangers of lung disease and how much work in research and education remains to be done. Jerry has helped our organization fight for air through asthma walks, cigarette tax campaigns, mergers and endless meetings. As an outspoken advocate for our issues, she has represented everyone's right to breathe by reaching out to local, state and federal officials, helping win key votes for smokefree air laws in Savannah, GA. Most recently, she represented the American Lung Association and helped drive the successful campaign for a smokefree campus at Armstrong Atlantic State University.

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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