Thank You!

Dear Friends,

As we look back on our work in fiscal year 2016 to save lives by improving lung health and preventing lung disease, we do so with profound gratitude to the individuals, families, foundations and businesses who have helped make that work possible. Together, we have made exciting progress toward our vision of a world free of lung disease. And like the year before, as responsible and committed stewards of your donations, we spent 87 cents of every dollar donated on research, programs and services nationwide.

In our second year of LUNG FORCE, our public education and fundraising initiative to defeat lung cancer, we made significant gains in research funding, raised awareness of lung cancer nationwide and on Capitol Hill and developed support communities, resources and services to help lung cancer patients and caregivers.

Our LUNG FORCE initiative has enabled us to increase our funding of lung cancer research in FY16 by 26.5 percent over last year, work to achieve increased NIH funding of lung cancer research and provide resources to lung cancer patients nationwide. We are incredibly grateful to all our supporters for their partnership and leadership in the fight against lung cancer.

We are also hard at work to improve the air we breathe so it will not cause or worsen lung disease, reduce the burden of asthma, COPD, lung cancer and other lung diseases on individuals and their families and eliminate tobacco use and tobacco-related diseases. We are completely focused on saving lives and your financial support is helping us do just that.

As you browse through the pages of our annual report, we hope you feel proud to be a part of it. And on behalf of our National Board of Directors, our dedicated staff and our amazing volunteers, we thank you for your generosity and your commitment to our mission. We can’t do it without you.

Today, as we move full steam into fiscal year 2017, we know we have so much more to do. And we also know that working together with you, we truly are saving lives, one breath at a time.
Medical research is the promise that soon we will discover something new that will ease the burden, restore health and ultimately cure disease. Thanks to you, this promise is fulfilled every year as our research continues to unlock the secrets of asthma, COPD, lung cancer and more, in ways that have a direct, life-changing impact on patients’ lives.

For more than 110 years, the American Lung Association has been America’s leading force for lung health—successfully tapping into America’s spirit of community that inspires us to work together for better health and longer life for all.

Together with our millions of supporters, the American Lung Association is saving lives every day by finding treatments and cures, helping people manage their disease and stay healthy, fighting to preserve the laws that protect our health, and empowering and engaging our supporters to join us in action.

We are your American Lung Association. Everything we do is made possible by your passion, generosity and action. Your passion has made LUNG FORCE a nationwide movement that empowers women to fight lung cancer. Your generous donations fuel our research funding to defeat lung disease. And your action, supporting our walks, climbs and advocacy efforts help build a healthier future for this generation and future generations.

How YOUR American Lung Association Saves Lives

In fiscal year 2016, through our Signature Programs and outreach to those with lung disease, we made an impact in the lives of 6.1 million Americans with education, compassionate support and resources.

EMPOWERING AND ENGAGING

RESEARCH

We are a force to be reckoned with.

Medical research is the promise that soon we will discover something new that will ease the burden, restore health and ultimately cure disease. Thanks to you, this promise is fulfilled every year as our research continues to unlock the secrets of asthma, COPD, lung cancer and more, in ways that have a direct, life-changing impact on patients’ lives.
Thanks to your support, we continue to prevent lung disease by helping people quit smoking and reduce exposure to secondhand smoke and air pollution, indoors and out. We provide tools and support to help people take control of their health, get immunized, reduce asthma triggers and manage their lung conditions to live a fuller, longer life.

Because you care, we work with lawmakers to pass and defend laws that protect our health, like the Clean Air Act that gives us healthier air and the Family Smoking Prevention and Tobacco Control Act that helps kids escape the grip of tobacco. We also fight to preserve and increase federal funding for medical research and prevention programs.

THANK YOU

for choosing the American Lung Association as your partner in a healthier tomorrow.
Our LUNG FORCE initiative to unite women against lung cancer is a growing, strengthening movement! This year, we again turned a spotlight on the need to build awareness of the risk to women from lung cancer, when we published the results of our second Women’s Lung Health Barometer, including the Barometer video and infographic. The Barometer findings showed positive movement in several areas, from our first Barometer in 2014, including increased awareness of risk factors of lung cancer other than smoking. However, overall awareness of lung cancer facts still remains low and knowledge gaps persist, reinforcing the need for our LUNG FORCE initiative.

Our first LUNG FORCE Advocacy Day in Washington DC, on March 16 brought together LUNG FORCE Heroes from all 50 states. A total of 117 LUNG FORCE Heroes visited 189 Members of Congress to share their personal stories and ask for sustained and increased funding for the National Institutes of Health (NIH). These LUNG FORCE Heroes, all either living with lung cancer or representing a family member with lung cancer, were strong voices for research and hope.

(L to R) Rebecca Ryan, Sen. Patrick Leahy (VT) and Nancy Hale at Advocacy Day
In recognition of National Women’s Lung Health Week (May 8 – 14), we celebrated the third Turquoise Takeover. The signature color of LUNG FORCE, turquoise, illuminated 225 buildings and landmarks across the country, including One World Trade Center in New York City, Hoover Dam and many more! Turquoise Takeover shines a light on lung cancer and spreads a message of hope for all who are touched by it.

**Just this year:**

- 23 lung cancer research awards granted, totaling $2M, including our inaugural Lung Cancer in Women Research Award
- Committed to co-funding lung cancer research awards with Bonnie J. Addario Lung Cancer Foundation and LUNGevity Foundation
- Helped secure an increase in NIH lung cancer research funding, reaching an estimated $362M investment in lung cancer research in Fiscal Year 2016

**Since launch in 2014:**

- $4.6M invested in lung cancer research
- 74% increase achieved in NIH funding for lung cancer research (over 2013)
- 85K+ “Team Turquoise” supporters enrolled
- 5.6B+ media impressions helped wake America up to the lung cancer crisis
Thank You, CVS Health!

Our partnership with CVS Health, a public health leader and national presenting sponsor of LUNG FORCE, was instrumental in raising awareness and funds to help beat lung cancer. The CVS Pharmacy in-store fundraising campaign encouraged customers to donate to support lung cancer research through LUNG FORCE. And throughout the year, CVS Health provided critical support to make initiatives like our LUNG FORCE Advocacy Day successful! CVS Health is one of many generous LUNG FORCE partners who are helping us make a real difference in the lives of people with lung cancer.

Susan Lee—LUNG FORCE Hero

It's often said, “Like mother, like daughter.” For Susan Lee of Brookeville, Maryland, learning from her mother’s experience has meant better success in her lung cancer journey.

Susan’s mother was diagnosed with lung cancer when Susan was in her mid-20s. Susan watched as her mother struggled with the after effects of radiation to her brain after the cancer metastasized. It was a heartbreaking experience for mother and daughter. Sadly, although she was cancer free at the time, Susan’s mother passed away in December 2009, at age 74.

Fast forward to 2014, and Susan finds herself in familiar, but unwelcome territory. An MRI for shoulder pain revealed a solitary pulmonary nodule, which was later confirmed to be Stage IA lung cancer. Luckily, Susan responded well to treatment, and now, at age 54, is cancer free! Susan says that lung cancer gave her a chance to get back on her feet. She now pays close attention to every red flag in her health, because she doesn’t want to go through what her mother went through, and most importantly, she doesn’t want her family to go through what she had to go through.

Susan was also one of our 50 LUNG FORCE Heroes who traveled to Washington DC to speak out for federal funding of lung cancer research on our LUNG FORCE Advocacy Day in March.

Hundreds of courageous LUNG FORCE Heroes like Susan have shared their stories. Are you a lung cancer survivor, or have you lost a loved one to lung cancer? We invite you to share your story.
Funded $6.49 Million in Research in 2016

Medical research is a cornerstone of our mission and the promise of better treatments, and ultimately cures that can make lung disease a distant memory. At the American Lung Association, this promise is fulfilled every year in ways that have a direct, life-changing impact on patients’ lives. Our research program includes our Awards and Grants Program and our Airways Clinical Research Centers network (ACRC).

Our Awards and Grants Program provides investigators with the funds they need to initiate and grow their lung disease careers. This year, the program funded 36 new awardees and 34 continuing awardees—70 awards in total. Our Research Team is engaged in a wide range of studies exploring an array of lung health issues, including:

- Examining Cell-to-Cell Communication for Clues about Lung Cancer
- Enhancing the Targeting of Tumor Blood Vessels in Lung Cancer
- Helping Overweight or Obese Children With Asthma Improve Their Health
- Cytokine Proteins May Help Boost Immune Response to Influenza
- Seeking to Identify Genes That Contribute to Tuberculosis
- Targeting a Gene Involved in Lung Cancer Drug Resistance
- And many more promising studies!

Research | Making a Difference

- Funded $6.49M in research in 2016
- Funded 70 awards: 36 new awardees and 34 continuing awardees
  - Funded 25 lung cancer research grants totaling over $2M
- Announced inaugural Lung Cancer in Women Research Grant ($400K over 3 years)
- Increased impact on asthma and COPD patients through our enhanced ACRC
Our Airways Clinical Research Centers Network is the nation’s largest not-for-profit network of clinical research centers dedicated to asthma and chronic obstructive pulmonary disease (COPD) treatment research. In the past year, the ACRC network enhanced its ability to improve the lives of people with asthma and COPD by adding new centers and new experts. Not only have five new centers been added to the network, but all returning centers underwent a competitive process to continue as part of the network—resulting in a stronger more effective network across the board.

Through our LUNG FORCE initiative, we also launched a new award targeting lung cancer, the Lung Cancer in Women Research Award.

Data from an ACRC study has helped us better understand overuse of the asthma medication albuterol, and was published in the prestigious Journal of Allergy and Clinical Immunology. This new data could help reduce poor outcomes in asthma patients, including the risk of clinical depression.

In May, results of the ACRC Long-acting Beta Agonist Step-Down Study (LASST) on how to reduce treatment in well-controlled asthmatic patients were presented at the national meeting of the American Thoracic Society. The results of this study will have a significant impact on asthma patient care.
One of the important functions of the Lung Associations Awards and Grants program is to fund young investigators, early in their careers, and encourage the best and the brightest to continue their careers in the field of lung health research. These awards offer a “career ladder” for researchers from pre-doctoral standing to junior investigator and independent investigator and mentor, while advancing science and contributing to the better understanding of lung disease.

A perfect example is American Lung Association Lung Cancer Discovery Award recipient, Johnathan Whetstine, Ph.D., associate professor at Harvard Medical School and Massachusetts General Hospital Cancer Center in Boston. As head of the Whetstine Lab, he leads a team that is investigating the microenvironment of tumors and the molecular and genomic relationship to treatment resistance with the ultimate goal of improved chemotherapies and targeted treatments for lung cancer. Working with him and under his mentorship are post-doctoral fellows and Senior Research Training Fellowship recipients, Sweta Mishra, Ph.D. and Brittany Sexton, Ph.D. As part of Dr. Whetstine’s team, Drs. Mishra and Sexton are studying a protein called KDM4A and its role in resistance to lung cancer chemotherapy. This research aims to identify novel therapeutic targets for treating drug-resistant non-small cell lung cancer.

For decades, the Lung Association’s research program has supported young investigators, like Mishra and Sexton, with the goal that as they achieve success and independence as investigators, they too become mentors and provide opportunities for junior investigators to build their careers around lung health research.
HEALTH EDUCATION
Providing Knowledge, Tools and Support Important
to 175 Million Americans

Every day, Americans turn to the American Lung Association for trusted information and reliable support for better lung health. We're here to help, with the tools and information you need.

Helping smokers quit is an essential part of our mission, and our gold standard Freedom From Smoking® program took a major step forward when we developed Freedom From Smoking® Plus, the latest way to access our proven-effective cessation program. Freedom From Smoking® is the best quit smoking program available, offering both online and telephone support. It is designed to be engaging, interactive and easily accessible from any computer, tablet or phone.

This past year, we've developed a number of new and innovative lung cancer patient support materials. To help ease the burden of lung cancer, we added a new Lung Cancer Action Guide site that allows visitors to select where they are in their lung cancer journey and be connected with targeted Lung Association resources. Our new resources on lung cancer immunotherapy include an interactive infographic and brochure to learn how lung cancer immunotherapy works, who is eligible, possible side effects and questions for your doctor.

With support from the U.S. Centers for Disease Control and Prevention (CDC), we developed a number of tools to ensure that students with asthma have access to their medication in school. These include an Interactive Learning Module, a Model Policy For School Districts on Stock Bronchodilators, and a Student Readiness Tool (to determine if they are ready to carry their own quick-relief inhaler). In addition, our Asthma Basics, now available in Spanish, is a free online course that offers an overview of asthma management that is helpful for teachers, coaches, school nurses and even parents.

For COPD patients, we created a series of instructional videos, available in English and Spanish, including How to Properly Use a Nebulizer, How to Properly Clean a Nebulizer, Pursed Lip Breathing and Belly Breathing. All are available on the Lung Association's YouTube channel.
• 80K+ lung cancer patients and caregivers received support each month

• Created new tools to help the 5.4M kids with asthma carry their own medication to school and learn in asthma friendly environments

• Supported 40K+ patients, caregivers and advocates each month on each of three support channels

• Held 26 LUNG FORCE Expos, reaching over 3,000 attendees

• Launched series of educational resources about lung cancer immunotherapy—benefitting the 415K+ Americans ever diagnosed with lung cancer

• Created new instructional videos to improve the lives of the more than 11M adults with COPD

• Provided online lung health resources to 6M people a year on Lung.org

The American Lung Association and Pfizer partnered to create Quitter’s Circle, an online community and mobile app designed to help smokers face obstacles associated with quitting through educational, social and financial support.

Working in partnership with Pfizer, we launched Who Pneu?, a public awareness campaign to share the seriousness of pneumococcal pneumonia and the importance of adult vaccinations for preventable diseases.

We partnered with the Anthem Foundation to bring better access to proven quit-smoking programs such as Freedom From Smoking® to populations that need it most. Additionally, Anthem has provided sponsorship for many of our Fight For Air Climbs and engages employees at the local levels to assist in furthering our mission.
Susan Donovan first started smoking in middle school. It was the late 1960s, and the American public was not yet fully aware of the consequences of smoking. At first, it was just one or two cigarettes a day. Over time, Susan was smoking up to three packs a day.

“I would wake up and it was the first thing I reached for and continued that way for 42 years!” said Susan. When she started having trouble breathing, she resolved to quit.

“I tried it all. Cold turkey. Hypnotism. Acupuncture. Almost every time, I immediately went back to smoking within a matter of hours. One time I made it for a few months! I thought I had finally kicked it out of my life. But I didn’t,” Susan recalled.

When Susan discovered the American Lung Association’s Freedom From Smoking (FFS) program, things changed. “Freedom From Smoking® showed me how I had to change my routines and understand my smoking triggers. I changed everything. I even changed where I sat when I watched the news.”

Thanks to Freedom From Smoking®, Susan is now smokefree. She believes in the program so much, she’s now a trained FFS Facilitator, and helps others quit for good.

“I don’t remember anniversaries or birthdays, but I remember my quit day! I celebrate it every month to remind myself how far I’ve come and that I actually accomplished it,” said Susan. “I’m thankful every day that I finally quit smoking.”

Read Susan’s EACH Breath blog about becoming smokefree, and see other inspiring stories from former smokers through #TheDayIQuit blog series.
Advocated For and Helped Secure $362 Million Investment in NIH Lung Cancer Research Funding in 2016

Advocacy means speaking out in support of something you care about. Together with our volunteers, the Lung Association urges our nation’s leaders to create and preserve laws and policies that protect our health, based on health and medical science.

This past year, our work helped lead to the U.S. Environmental Protection Agency (EPA) adopting the most protective ozone standard in history. We led the work that created the first National Radon Action Plan to fight the second leading cause of lung cancer – exposure to radon gas. Our advocacy also helped push the EPA to create the first-ever limits to prevent emissions of methane and other toxic pollution from new and modified oil and gas facilities.

On August 3, 2015, we were honored to join President Obama at the White House as he announced the final Clean Power Plan - a plan we pushed for to reduce carbon pollution from power plants. This video from the EPA features Lung Association volunteer Laura Kellogg and her family.

In November 2015, the Department of Housing and Urban Development announced a new proposed rule that would make all federally owned public housing smokefree. We advocated for more than seven years for this rule, which will protect 2 million Americans from exposure to secondhand smoke in their homes.

Our innovative Medicaid Tobacco Cessation initiative is helping to ensure that this vulnerable population gets the help they need to quit smoking. And our work helped spur Hawaii, California and cities across the country to raise their legal tobacco sales age to 21 – a proven way to reduce youth smoking and save lives.
ADVOCA CY | Taking the Fight to Capitals and Courthouses

In May, 2016, the Food and Drug Administration issued its long-awaited final rule giving the agency regulatory authority over all tobacco products, including e-cigarettes, cigars, hookah and other tobacco products. This was a major public health victory that we have worked for since President Obama signed the Tobacco Control Act in 2009.

Our newest policy project—our Asthma Guidelines-Based Care Initiative—assessed state Medicaid coverage for guidelines-based asthma care in the 23 states funded by the CDC National Asthma Control Program.

Advocacy—Making a Difference

• 9M adults at risk for lung cancer can now receive lung cancer screening with no cost sharing
• Brought together LUNG FORCE Heroes from all 50 states for 189 meetings with members of Congress to advocate for federal lung cancer research funding
• Helped pass landmark tobacco laws, including raising tobacco sales age to 21 (CA, HI), removing tobacco from many baseball parks across the country, and much more
• Helped launch the Clean Power Plan to fight the health risks from climate change

• Successfully secured the most protective ozone standards in history.
• Led the development of the first National Radon Action Plan: Its immediate goal is to reduce radon risk in 5M homes and to save 3,200 lives by 2020
• Successfully advocated for a new rule to bring all tobacco products—including cigars and e-cigarettes—under FDA authority
• Fought back against attempts by the tobacco industry to weaken FDA’s authority to protect the health of our children from cigars and e-cigarettes
Helping COPD Patients Choose Health Plans

COPD treatment can be costly and choosing the right insurance plan can be difficult. During the 2016 enrollment period for health exchanges, we created an easy-to-follow infographic that helped patients with COPD navigate through the sometimes-complicated process of choosing the right coverage for them, with the lowest out-of-pocket cost.

Driving the Conversation

Our signature reports “State of Tobacco Control” and “State of the Air” raised national awareness about the critical health issues of tobacco use and air pollution.

- Reached a potential combined audience of more than 2 billion people within 48 hours of release
- Continued to drive national discussion about lung health throughout the year
- Helped drive lifesaving changes in healthy air and tobacco control policies
American Lung Association volunteer Aaron Lipski has good reason to advocate for smokefree public housing. He’s the Deputy Chief, Milwaukee Fire Department, and along with the well-known health risks from smoking, he’s seen the terrible destruction and loss of life caused by smoking-related fires in multi-unit housing.

“Smoking, and smoking-related materials are a major cause of residential fires, including those that occur in multi-unit dwellings,” Aaron explains. “For example, in 2011, United States fire departments responded to about 90,000 smoking-related fires which caused 540 civilian deaths, 1,640 civilian injuries and $621 million in direct property damage.”

He has been an active proponent of smokefree multi-unit housing, working with the American Lung Association in Wisconsin for several years. This year, he took the national stage, as one of many representatives of the American Lung Association on January 6, 2016, at the White House Convening on the Department of Housing and Urban Development’s proposed Smokefree Public Housing Rule.

The proposed regulation will require all federally-owned public housing properties to adopt smokefree air policies and will therefore protect the two million residents of these properties from exposure to secondhand smoke at home.

“It’s is a natural fit as both the Lung Association and fire departments aim to reduce smoking. We all want to reduce smoking, first because of the overwhelming health benefits, and second to eliminate smoking-related fires,” said Aaron.

Furthering his commitment to reduce smoking, Aaron has also become a leader in the group working to implement “It’s Quittin’ Time,” a multi-partner initiative encouraging smokers in the Milwaukee area to quit.

We salute Aaron and our thousands of American Lung Association volunteers across the country who help to improve America’s lung health every day. You can learn more about smokefree public housing at Lung.org/smokefreehousing.
If you are the kind of person who likes to get out and get involved in things that are important to you—the Lung Association needs you!

Participation in American Lung Association events is a fun way to raise funds and awareness in your community. Our mission, to save lives by improving lung health and preventing lung disease, is the driving force behind all of our special events. You can choose from a variety of events that appeal to a full range of interests and physical abilities.

Look through our activities and we’re sure you’ll find one or more to enjoy, along with friends, family and co-workers. Through our signature Fight For Air Climbs and LUNG FORCE Walks, our treks, galas and golf outings, you can show your support of our mission in a meaningful and proactive way. You can also form a team, fundraise and enjoy participating in an event along with friends, family and co-workers. Most importantly, you will make a real difference. This past year, our event participants raised more than 18.4 million to support our life-changing, lifesaving work.
We thank the many participants, leadership committee members and event day volunteers who continue to support our critical mission through one or more of our special events. Their dedication and generosity improve the lives of the millions who fight for every breath because of lung disease. Together, we are heightening awareness about life threatening lung disease and raising much-needed support for research, advocacy and educational services provided by the American Lung Association.

Join us this year to have fun and fight lung disease.

**Special Events—Making a Difference**

**FY16 Fight For Air Climb**
- 52 events
- Over 30,000 participants
- Raised over $8M

**FY16 LUNG FORCE Walk**
- 43 events
- Over 23,000 participants
- Raised over $3M

Join us this year to have fun and fight lung disease.

Step up to the challenge at the Fight For Air Climb.

Share inspiration and hope at your local LUNG FORCE Walk.
Sunovion: National Corporate Team Partner

Sunovion Pharmaceuticals Inc. has partnered comprehensively with the Lung Association to address lung disease, as a part of the Company’s focus on helping people with serious respiratory medical conditions.

With a focus on respiratory health, in FY14 Sunovion supported the Lung Association’s national, public re-release of Taking Her Breath Away: The Rise of COPD in Women, a report exploring the unequal burden of COPD among women. The company has also provided important support for the Lung Association’s Better Breathers Clubs, offering patient-centered and community-based educational opportunities and support to individuals with COPD and chronic lung disease, as well as their families, friends and support persons. Complementing these educational investments are the significant efforts of Sunovion employees in American Lung Association signature fundraising events nationwide.

As Presenting Sponsor of the American Lung Association of the Northeast’s Autumn Escape Bike Trek, Sunovion has consistently brought tremendous energy and enthusiasm to this event since 2012. In FY16, the company joined the Lung Association as an official National Corporate Team Partner, with employees nationwide participating in LUNG FORCE Walks, Fight For Air Climb and Bike Treks.

“Participating in American Lung Association events allows our employees to give back in the communities in which they live and work, while reinforcing our focus on meaningful advocacy and relevant education focused on improving the lives of patients,” says Henry W. McMillan, leader of advocacy efforts with the Lung Association for Sunovion. “We’re proud to have Sunovion employees join in Lung Association signature events across the nation to raise awareness of and resources for lung health.”
How Your Planned Gift will Provide a Better Future for Your Family, Friends and Neighbors

No one should suffer from lung disease. Yet lung disease is growing at a faster rate than any other major disease. With your help through a legacy gift, we will:

- Fund high-quality research with the goal of uncovering effective prevention and treatment strategies, as well as cures for lung diseases such as lung cancer, asthma and COPD, including emphysema.
- Defend the Clean Air Act to ensure that all Americans can have air that is safe and healthy to breathe.
- Hold in-person and online support programs for people with COPD, lung cancer, asthma and other lung diseases to better manage their disease and make important decisions about their health.

Help Us Keep Our Vision Alive... Join the American Lung Association Legacy Society.

The American Lung Association Legacy Society recognizes supporters who have remembered the American Lung Association through their estate plans. The generosity of Legacy Society members helps us continue to fight for a world free of lung disease, and we are deeply grateful for each enduring commitment.

Member Benefits | As a Legacy Society member, you will:

- Know that your gift will help future generations breathe easier.
- Be recognized as a member of the Legacy Society.*
- Be invited to events hosted by your local American Lung Association.*
- Stay informed about the work of the American Lung Association, nationwide and in your community.

*If you prefer to remain anonymous, we will be happy to respect your wishes.
Bob and Martha met while attending Northern Illinois University. Bob had a long career as a Business and Technology professor at both his alma mater and the College of DuPage, where he was twice awarded the Outstanding Faculty Member of the Year.

Martha worked in finance administration at B.R. Ryall YMCA, as well contributing to its aquatics program. A gifted musician, Martha also shares her talent as an oboist throughout their local area.

Both Bob and Martha are passionate about the great outdoors and enjoy camping, canoeing and hiking. Bob authored The Elroy Sparta Trail Guidebook, the “definitive source” about this Wisconsin trail he calls "Heaven on Earth!"

Several decades ago, it was Bob’s casual encounter with Harold Wimmer, then an Executive Director of the Lung Association in Illinois and now National CEO of the American Lung Association, that began a lasting bond of friendship and shared purpose.

From the beginning, Bob and Martha volunteered to support children's asthma camps, which focus on improving the physical condition and psychological outlook of children with asthma. It is important to the Sobies to fund programs for children that advance asthma education. Bob also shared his exceptional leadership skills as a Board Director, Corporate Treasurer and Corporate Secretary of the Lung Association.

Bob and Martha have instilled their value of charitable work in their two sons, Carl and Roger. “The value of making the world a better place is important to us.” say the Sobies. “The American Lung Association has made incredible strides in lung health, and we trust that it will continue to make breakthroughs in the decades ahead.”

As new grandparents, the Sobies want to ensure that future generations continue to be educated about lung health. They have accomplished that through a legacy gift naming the American Lung Association as a beneficiary of their estate.

Bob and Martha have ensured the impact of the Lung Association's mission will be felt by countless Americans for years to come. We are truly grateful for their loyalty and visionary gift. Together, we will save more lives and move toward our vision of a world free of lung disease.
Although this annual report looks back at the past financial year (July 1, 2015 - June 30, 2016) it’s really about our vision for the future. Our vision of a world free of lung disease is possible, but it will take patience, determination, planning and your support! Our strategic imperatives and several key initiatives will move us ever closer to making this healthier future a reality.

Our LUNG FORCE initiative is continually growing and expanding our battle to defeat lung cancer. Improved education, more awareness and increased funding for medical research—all at the heart of LUNG FORCE—will help us topple lung cancer from its perch as the leading cancer killer of both men and women in America. Through LUNG FORCE, we have dramatically increased our funding of leading-edge lung cancer research.

Our Research Program is more vital than ever, building a community of lung disease researchers whose work leads to better treatments to reduce the impact of lung diseases. This includes our Airways Clinical Research Centers network, which has expanded into new parts of the country, and added new experts that will increase our positive impact on the lives of people with asthma and COPD.

Our new Tobacco 21 initiative aims to reduce youth tobacco use by advocating for all states to follow the leads of Hawaii and California and raise the legal sales age for tobacco products to 21. We're working with the U.S. Department of Housing and Urban Development to protect residents of federally owned multi-unit housing from the dangers of secondhand smoke. We continue to urge all pharmacies to stop selling tobacco products, as our partner CVS Health did in 2014. And our new Freedom From Smoking® Plus offers smokers an even more versatile and effective path to a new smokefree life.

Finally, we are constantly adding to our array of information and tools that help people protect their lungs, and patients and caregivers navigate their lung disease journey and find the support they need.

At the American Lung Association, we know our vision of a world without lung disease is an ambitious goal, but it’s worth fighting for, and with your support, it will be the future we all share.
The American Lung Association uses the power of partnership to maximize our reach and impact for better lung health. We gratefully acknowledge the businesses and foundations who have supported our lifesaving mission through their financial support in fiscal year 2015. Their support not only helps fuel our mission, but is a show of trust that the American Lung Association will use their support to make a real difference in the health of Americans.

**Health Industry Council**

Fellow champions of lung health, the American Lung Association Health Industry Council members gain meaningful and relevant information on policy, research and patient education and support efforts at twice yearly meetings that also serve as exclusive networking opportunities among corporate leaders.
Your gift to the American Lung Association helps us save lives by improving lung health and preventing lung disease in three areas proven to be effective: advocacy, education/programs and research. Every single gift makes a real difference in helping us fulfill our lifesaving mission.

The chart below illustrates the outstanding operating efficiency of the American Lung Association, with 87 cents out of every dollar going to program services nationwide.

As a Better Business Bureau Wise Giving Alliance Accredited Charity, the American Lung Association values financial accountability and is committed to transparency with our donors and the general public.

See 2016 Audited Financials on Lung.org
Our Leadership

The American Lung Association is governed by a dedicated and diverse volunteer Board of Directors, and managed by an experienced team of staff who guide its lifesaving mission daily.

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