Thank You!

Dear Friends,

What an incredible year we've had in pursuing our vision of a world free of lung disease. Thanks to your generous support, we've made progress with each of our strategic imperatives and continue to offer hope to all those touched by lung disease. We'll take this opportunity in our annual report to highlight those accomplishments, share some exciting moments in moving our mission forward and lay out our vision for the future. And most importantly, we want to share our gratitude for the individuals, families, foundations and businesses who have made ALL of this possible.

Defeat lung cancer

In year two of LUNG FORCE, our public education and fundraising initiative to defeat lung cancer, we continued to build momentum, awareness and engagement, with nearly 46,000 members of Team Turquoise raising their voices and helping the American Lung Association lead the charge. Lung cancer is increasing among women, affecting our mothers, daughters, sisters and loved ones across all races and ethnicities, yet for most women, it’s not even on their radar. With LUNG FORCE, we are working to change that. In the past two years we have more than doubled our research investments as we work toward a 5-year goal of investing $10 million in innovative and groundbreaking lung cancer research.

To help us meet our goals through LUNG FORCE, we have teamed up with a leader in healthcare, CVS Health. CVS Health is the presenting sponsor of LUNG FORCE, helping to raise awareness of the campaign and much-needed funding through an annual in-store fundraising campaign. To-date, has donated more than $6 million (May 2014 – June 2015) to support our LUNGFORCE initiative to help defeat cancer. We could not be more proud or grateful for our partnership with CVS Health.

Improve the air we breathe so it will not cause or worsen lung disease

Through our Healthy Air Campaign and other advocacy efforts, we pushed the U.S. Environmental Protection Agency (EPA) to finalize the Clean Power Plan and hosted a roundtable with EPA Administrator Gina McCarthy to address the health impacts of climate change. We also advocated for a stronger ozone standard, an important step forward in the fight to protect the air we breathe, especially for those who are most vulnerable. The work we do to ensure clean air for all Americans is important to everyone, but as any parent will attest, even more important to children with asthma.
Reduce the burden of lung disease on individuals and their families

We know how frightening it can be to receive a lung disease diagnosis, whether that is lung cancer, asthma, COPD, which includes emphysema and chronic bronchitis, or pneumonia. This past year, we have worked to develop our resources for those who are impacted by lung disease. We have new asthma management resources for school personnel, parents, employers and patients with asthma, and have developed new asthma and COPD instructional videos. We have continued to develop our lung cancer support resources for patients, caregivers and healthcare providers—all available on the newly redesigned Lung.org. We’ve also added easily accessible, educational resources on many different lung diseases.

Eliminate tobacco use and tobacco-related diseases

This past year saw an exciting development in New Orleans. The American Lung Association played a key role in helping New Orleans go smokefree in all public places and workplaces. While we celebrate successes like New Orleans, we’ve also seen the rapid increase in e-cigarette use and blatant marketing to kids—resulting in the tripling of e-cigarette use among youth. We continue to urgently advocate to protect public health and our nation’s youth by giving the U.S. Food and Drug Administration authority over all tobacco products, including e-cigarettes, hookah and cigars.

Monitor and enhance organizational effectiveness

Our leadership has been committed to ensuring the American Lung Association is on sound financial ground and an excellent steward of the donations we receive. We are very pleased to share with you that in fiscal year 2015, we spent 88 cents of every dollar on research, programs and services nationwide.

This year, we also launched our newly redesigned Lung.org website, designed to bring you accessible, relevant and empowering information on lung health. The site launched on September 30, 2015, with a cleaner design and user-friendly, intuitive navigation. We invite you to look inside!

And finally, as you take a look at the highlights of the past fiscal year, we ask you pause, take a deep breath, and feel proud to be part of it. Your enduring support is what makes our lifesaving research, education and advocacy work possible. On behalf of our National Board of Directors, our dedicated staff and our passionate volunteers, we thank you. And we ask you to remember that our work isn’t done, and won’t be done until we can all breathe easier.

Together, we are making that happen.

Kathryn A. Forbes, CPA | National Board Chair
Harold P. Wimmer | National President and CEO
How YOUR American Lung Association Saves Lives

In fiscal year 2015, 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.

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.

RESEARCH

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.

STAYING HEALTHY

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.

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.

**FIGHTING FOR HEALTH**

**EMPOWERING AND ENGAGING**

**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 built on the momentum of its debut year and grew into an ever-strengthening movement.

- Nearly 46,000 new Team Turquoise members joined LUNG FORCE—82 percent are new to the Lung Association!

- During our second May Turquoise Takeover we had 202 illuminations, 28 LUNG FORCE Receptions, 28 Hero and Leader awards given out and more than a million views of our new #SHAREYOURVOICE video.

- A CVS/pharmacy in-store fundraising campaign by our presenting sponsor CVS Health raised more than $3.3 million to support LUNG FORCE.

- With our LUNG FORCE Lung Cancer Call-in Day, we successfully advocated for an increase in federal lung cancer research funding.

- The Lung Association increased our investment to $1.6 million in lung cancer research—with another $9 million committed in the next few years.
In November 2014, we kicked off our LUNG FORCE education partnership with Medtronic (previously Covidien) by ringing the closing bell at the New York Stock Exchange which also marked the beginning of Lung Cancer Awareness Month.

This past February, the Academy Award nominated film “Wild,” about a woman’s journey of self-discovery after her mother’s sudden death from lung cancer, allowed us the turn the Oscar Red Carpet turquoise. The author of the book the film was based on—Cheryl Strayed, among others—graced the runway with LUNG FORCE signature turquoise and helped spread the word about lung cancer.

Along with our presenting sponsor, CVS Health, we also gained additional support from more than 100 sponsors nationwide, including Lilly Oncology, Medtronic and Massachusetts General Hospital Cancer Center. With support from Merck, we created a Lung Cancer Action Guide, and updated our lung cancer screening resources with support from Novartis. And we advocated for and achieved our objective of Medicare coverage of low-dose CT lung cancer screening for those at high risk.

Our LUNG FORCE events grew in number and participants in our second year.

- This was the inaugural year for LUNG FORCE Expos, events that allow patients, caregivers and healthcare providers connect and learn the latest trends, resources and research around lung cancer, COPD, asthma and tuberculosis. In our first year, 14 Expos reached over 2,000 participants across the country.

- LUNG FORCE was active in communities across the country through 50 LUNG FORCE Walks, bringing together thousands from Team Turquoise to show their support and raise funds for lung cancer research and awareness.

- We also held eight LUNG FORCE patient panels in Boston and Ft. Lauderdale, spending more than 130 hours talking with patients and caregivers about their experiences with lung cancer. We are using what we learned to drive positive change in the conversation with the public and clinicians about women and lung cancer.
LUNG FORCE Heroes share their voices in the fight against lung cancer.

Nancy Shares Her Voice

Nancy shares a powerful story of her personal journey through lung cancer and the gifts of friends and family.

Carolyn & Arlise Share Their Voices

Mother and daughter talk about the stigma of lung cancer and share a story of hope and strength.

Increasing awareness about lung cancer is an essential goal of LUNG FORCE, and from our first full-year efforts we have garnered more than 3.5 billion media impressions, and have seen a 240 percent increase in news stories about lung cancer in women. Through increased awareness, we will drive research funding and save lives.

If you would like to support the work of the American Lung Association, please donate today.
Everyone loved Nikki. As the Director of Behavioral Health at the Oklahoma City Indian Clinic and a licensed professional counselor, Nikki reached many people, from foster children and those suffering from mental illness to those in the prison population. She always succeeded in what she did—quick to excel and swift to offer a helping hand. She cared about people, and people cared about her.

At the age of 37, she never expected to be diagnosed with lung cancer. After consultations, chemotherapy, a bout with sepsis, surgeries, indescribable pain and radiation, Nikki passed away just a short 7 months after her diagnosis. Nikki never had symptoms of lung cancer, even in her final days.

“I tell her story a lot,” said Wendy Sparks, Nikki’s sister. “You think about losing your parents, but I never thought about losing her, she was my younger sister. So I never even fathomed that I’d lose her, especially this way and especially so fast.”

While Nikki is gone, those that care about her and love her are not. Nikki’s passion for helping people lives on through Team Nikki, a group of dedicated LUNG FORCE Heroes, championed by Wendy, set on raising awareness about lung cancer. And they’ve done just that.

Through LUNG FORCE, the group has reached thousands of people to share information about lung cancer and the importance of screening for high-risk populations, and they have also raised funds to benefit lung cancer research.

Wendy first got involved in a Fight For Air Climb, and before she knew it was sharing Nikki’s story on the local news, organizing LUNG FORCE Walk and Fight For Air Climb teams, raising tens of thousands of dollars and engaging on the leadership board of the American Lung Association in Oklahoma.

Wendy is what LUNG FORCE is all about—empowering women to raise their voices against lung cancer and for lung health, because we can no longer be silent. “I tell Nikki’s story because I don’t want people to forget her. And I want people to know that anyone can get lung cancer at any age—you don’t necessarily have to have symptoms,” Wendy said. “I hope that in my life time we will see a cure for this dreadful disease.”
Medical research is the promise that soon we will discover something new that will ease the burden, restore health and ultimately cure disease. At the American Lung Association, 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.

In the past fiscal year, the American Lung Association devoted $9 million to lung disease research, supporting 85 novel and innovative research projects. In connection with our LUNG FORCE initiative to fight lung cancer, we dedicated $1.6 million to lung cancer research. This represents a 50 percent increase over the prior year in research spending to combat the leading cause of cancer-related death in the United States.

This past year, our Airways Clinical Research Centers Network (ACRC) expanded its research to include COPD and has launched two new initial studies: Anxiety and COPD Evaluation (ACE) and Resistant Airway Obstruction in Children (REACH).

The initial results of our Study of Soy Isoflavones in Asthma (SOYA) were reported at the American Thoracic Society Annual Meeting and in the Journal of the American Medical Association. Soy isoflavones are a dietary supplement many people take with the belief that they help relieve asthma symptoms. However, our study did not find evidence of symptom improvement in patients taking soy isoflavones, suggesting that patients may be buying and taking an unnecessary and ineffective supplement. See how our ACRC asthma and COPD studies change lives and support patients by improving disease management.
In support of our ongoing focus on lung cancer, we published “Providing Guidance on Lung Cancer Screening to Patients and Physicians.” This important update from the American Lung Association Lung Cancer Screening Committee contains updated recommendations about low-dose CT screening for lung cancer and strong recommendations that assessment of smoking history and provision of smoking cessation services must be part of any lung cancer screening program.

We also signed an agreement with the Foundation for the National Institutes of Health (FNIH) to help support the Lung-MAP project, a groundbreaking, collaborative approach to clinical trial in squamous cell lung cancer that brings together the National Cancer Institute, SWOG Cancer Research, the FNIH, Friends of Cancer Research, pharmaceutical companies and eight advocacy partners.
Each year millions of American lives are touched by lung disease. When they turn to the American Lung Association, we're there to help, with the tools and information they need to learn more, fight back and take control of their lives.

Living with lung cancer can be a daunting challenge. To help ease the burden, we have continued to build our digital lung cancer resources. We added unique videos and downloadable worksheets covering what patients can expect from chemotherapy, radiation, surgery and palliative care. Our new Lung Cancer Action Guide site allows users to select where they are in their lung cancer journey and be connected with targeted Lung Association resources.

With support from the CDC, the Lung Association has developed a number of tools to ensure that students with asthma have access to their medication in school. Through an Issue Brief, 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), the Lung Association is helping to reduce the number of asthma emergencies at school.

Also through our work with the CDC, we have been working to help adults better manage their asthma while at work through our Guide to Safe and Healthy Workplaces, Guide to Controlling Asthma at Work and Asthma Basics an interactive, online learning module.
The **Expanding Smokefree Communities** project, funded by the CDC’s Community Transformation Grants (CTG) project enabled the Lung Association on to fund programs in 11 communities focusing on strategies like smokefree multi-unit housing, tobacco-free schools and cessation system changes in clinics and mental health facilities. In partnership with the Chartered Lung Associations, we were able to protect over **415,000 people** from the impact of tobacco use.

The lung health experts at our **Lung HelpLine (1-800-LUNGUSA)** helped nearly 136,000 callers, at no charge, answering questions about lung disease symptoms and treatments, tobacco cessation and much more.

The American Lung Association has helped hundreds of thousands of smokers become smokefree through our proven smoking cessation efforts. This year, the Lung Association partnered with Pfizer to launch Quitter’s Circle: an online community and mobile app designed to help smokers face common obstacles associated with quitting through educational, social and financial support. Within a few clicks, users can start a quit team with friends and family, personalize a quit plan and track progress, and find resources to connect with a healthcare provider.

Learn how the City of Long Beach used our adult asthma education program, **Breathe Well, Live Well: The Guide to Managing Asthma at Home and Work**, to create a successful in-home management program for adults and seniors.
Native Floridian Beverly Lewis has seen a lot in her 60 years. She’s studied nursing, done hydraulic assembly work, worked at an airport, and worked for the county and the state of Florida. When she was diagnosed with COPD, she found support with the American Lung Association.

Because of a gap in her medical insurance, Beverly visited a public health clinic when she started experiencing breathing problems in 2000. She was told she had emphysema, but there was no additional follow up or support. It wasn’t until 2008 that Beverly decided to visit a pulmonologist, received a spirometry test and was properly diagnosed with COPD.

Beverly learned two important things: She needed to take an active role in her healthcare, and she needed to find a source of support and information. She found that support through an American Lung Association Better Breathers Club. At this monthly support group, she found a community of people with similar experiences she could share with and learn from.

“Better Breathers gives you the opportunity to discuss what you are going through and hear if anyone else experiences similar issues,” says Beverly. “We discuss new medications, procedures, things to ask your doctor and most importantly, give each other encouragement. And, of course our facilitator from the Lung Association, Andy Cuddihy is fantastic!”

This support community has been especially important to Beverly since she was also diagnosed with lung cancer, and had successful radiation therapy in 2014. Recently, she had the opportunity to share her experiences as a lung cancer patient as a participant in our LUNG FORCE Patient Panel in Fort Lauderdale.

“You’ve got to do your research, take control, and see a specialist, like a pulmonologist,” Beverly shared at the patient panel. She also stresses the importance of attitude. “Stay positive. Don’t blame yourself or feel sorry for yourself,” she says. “I may not be able to add years to my life, but I can add life to my years!”

The American Lung Association has a wealth of information and support for lung disease patients and their caregivers, including our free Lung HelpLine: 1-800-LUNGUSA (1-800-586-4872). Staffed by experienced registered nurses, respiratory therapists and certified tobacco treatment specialists, the Lung HelpLine provides reliable and helpful information, and access to local resources for your lung health needs.

“Better Breathers gives you the opportunity to discuss what you are going through and hear if anyone else experiences similar issues.”
Standing Up for Lung Health

Changing minds, changing hearts and changing laws to protect our health is part of our **advocacy work**. The American Lung Association works to defend the Clean Air Act and the Family Smoking Prevention and Tobacco Control Act, supports legislation that protects our children from deadly air pollution and tobacco products, and supports funding for critical lung disease research and health programs at the federal level—and much more.

This past year, we advocated for the U.S. Environmental Protection Agency (EPA) to adopt a strong final Clean Power Plan to reduce carbon pollution from new and existing power plants. To highlight the health impacts of climate change, we hosted EPA Administrator Gina McCarthy at a roundtable in Chicago this April and participated in the **White House Summit on Climate Change and Health** in June in Washington, DC.

Pictured left to right are American Lung Association National President and CEO Harold P. Wimmer, along with American Lung Association volunteers Crystal Garrett, Sumita Khatri, MD, and Cheryl Clark at the White House Summit on climate and health in June 2015.

Lung Association highlighted the importance of strong health-protective ozone standards so kids can safely play outside.
In April, President Obama, U.S. Surgeon General Vivek Murthy, MD, and EPA Administrator Gina McCarthy joined a roundtable at Howard University where Lung Association volunteer Tyra Bryant-Stephens, MD, shared her concerns about the health impacts of climate change on children with asthma, including those she serves through her work at The Children's Hospital of Philadelphia.

Thanks in part to Lung Association legal action, the EPA proposed to strengthen the national standard for ozone pollution in November 2014. Following the proposal, the Lung Association helped organize more than 30 health professionals and volunteers to testify at EPA public hearings in Texas, California, and Washington, DC. We also, along with 12 other national health organizations, submitted comments to EPA and helped recruit more than 1,000 health professionals to join the fight urging EPA to set the most health-protective standards.

This year, we also urged the Obama Administration to move quickly and protect public health and the health of the nation's youth by giving the Food and Drug Administration oversight authority over all tobacco products, including e-cigarettes, cigars and hookah.

In April 2015, New Orleans went smokefree in all public places and workplaces, including bars and casinos. The Lung Association in Louisiana played a pivotal role in passage of the law and defending it against attacks from opponents.
The Lung Association continues to provide the latest data trends to inform and engage the public in our advocacy for greater health protections.

- Our 16th annual "State of the Air" report showed that more than four in 10 Americans live in counties where ozone or particle pollution levels make the air unhealthy to breathe. The report findings were cited in testimony before Congress and in editorials nationwide with more than 1.67 billion earned media impressions.

- Our 13th annual "State of Tobacco Control" report found that states and the federal government are not doing enough to meet our three bold goals to put the U.S. on a path to eliminate tobacco-caused death and disease.

Reducing pollution from power plants will save lives and improve health.

Wondering how carbon pollution threatens your health? This video makes it clear!
When you’re the mother of three kids with asthma, nothing could be more personal than making sure they have healthy air to breathe. Laura Kellogg and her husband have three children with asthma who constantly struggled just to breathe despite excellent medical care—and having a nurse for a mom!

“As a parent, it’s really heartbreaking when you see your children struggling to breathe, every day,” Laura explained. “And when you can’t breathe, nothing else matters—nothing!”

Poor air quality, which can trigger life-threatening asthma attacks, has affected where the Kellogg family can live. When their New England hometown was consistently rated as one of the unhealthiest areas for asthmatics, the family’s pulmonologist recommended they move to a warmer, coastal climate.

“Imagine how helpless you would feel if you had to watch your child struggle to stay afloat in the deep end of a swimming pool knowing you couldn’t jump in to save him. That is how I feel each and every time one of my three children struggles to breathe during an asthma attack. There are even moments when all three have had attacks at the same time,” said Laura.

Now living in Wilmington, North Carolina, Laura and her whole family are passionate advocates for healthy air. They went from surviving to thriving, and they don’t want to see climate change and pollution take that away.

“Asthma no longer defines my children’s lives. Their lung function is normal and a low dose of daily control medicine keeps their symptoms well managed. The best news is that our children are able to enjoy life and to pursue their talents,” Laura said.

“It is a true moment of grace for me to be able to share my family’s story,” Laura explained. “I believe we all have a moral obligation to ensure that our children never feel as if they are drowning in a sea of polluted air.”
Are you the type of person who prefers to get out and do something about the things you care about? Then let’s get moving! Our special events provide an opportunity for participants to show their support of our mission in a meaningful and proactive way. Through our signature **Fight for Air Climbs** and **Lung Force Walks**, our **treks**, **galas** and **golf outings**, over 70,000 of our friends and family walked, ran, climbed, biked, golfed or dined, for those who live with lung disease. Even more importantly, those participants raised nearly $18 million to support our life-changing, life-saving work.

On behalf of all those who struggle to breathe because of lung disease, 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. 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.
Are You Ready to Do Something About Lung Health?

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

Share inspiration and hope at your local LUNG FORCE Walk.

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

American Lung Association in the News

Kindred Healthcare Steps Up for Lung Health

During fiscal year 2015, Kindred Healthcare, Inc. was one of the American Lung Association’s most generous corporate partners. In fiscal year 2015, Kindred and its employees raised more than $316,000 through organizing and participating in fundraising walks, cycling adventures and climbs across the country. Since becoming our first national corporate team in 2012, Kindred has raised more than $1 million through our signature events to help support research, education and advocacy. Our deepest appreciation for their ongoing support of our lifesaving mission!

CEO of Kindred Healthcare, Inc. Benjamin A. Breier, receives a plaque commemorating the company’s milestone of raising $1 million for the American Lung Association, from National CEO and President Harold Wimmer and American Lung Association of the Midland States CEO, Barry Gottschalk.
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.
Ask Jane Reardon of Granby, Connecticut, why she made a legacy gift to the American Lung Association and she’ll tell you it’s because she owes where she is in her life to the American Lung Association. But if you hear her story, you realize that the Lung Association owes a lot to her too.

Today, Jane is a valued, volunteer member of both the Lung Association in Connecticut’s Leadership Board and American Lung Association National Board of Directors. But her involvement in the Lung Association goes back to the 1970s, when she was early in her nursing career at a respiratory intensive care unit. Over time, she noticed the same patients being admitted to the intensive care unit over and over again.

She became close to many of these patients and their families, and asked the wife of one special COPD patient to bring in his at-home nebulizer and was shocked by its poor, unsanitary condition! She learned that this couple, and many of her other patients had little training or support in maintaining their equipment and managing their lung diseases. That’s when she turned to her local American Lung Association and volunteered to work with other nurses on patient education. Over time they wrote a book, “Living with Lung Disease,” which was published by the Lung Association in 1975.

Wanting to continue her education, it was a scholarship from the American Lung Association that allowed her to get her Masters from Yale as a Pulmonary Clinical Nurse Specialist.

“It just seems natural to give back, and help the Lung Association continue to help people like all those patients I got to know,” said Jane. “Planned giving through my estate was easy, and there are so many ways to do it.” She and her late husband both left a legacy gift to the Lung Association in their wills. Jane also named the Lung Association as a beneficiary in her life insurance policy.

“I’ll never stop supporting the American Lung Association,” said Jane, “And now my legacy gift will help me continue even longer!”
This annual report is a look back at the past financial year (July 1, 2014 – June 30, 2015). But at the American Lung Association, we’re constantly looking to the future. Our vision of a world free of lung disease is ambitious, but worth the effort. Planning, perseverance and your support will get us there.

We believe that we will breathe easier when lung cancer is no longer the leading cancer killer in America. Our LUNG FORCE initiative is breathing new life into the battle to defeat lung cancer—the #1 cancer killer of both men and women in America. 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 pinnacle.

We are working toward the day when the air in every American community is clean and healthy. Our ongoing Healthy Air Campaign is succeeding in achieving stronger federal air pollution standards for ozone, particle pollution and carbon pollution that will truly protect public health. With hard-fought successes, we see a future where children no longer battle airborne poisons or fear an asthma attack due to air pollution.

We also see a future where people are free from the addictive grip of tobacco. For decades, tobacco use has been the leading cause of preventable disease and death in the United States. Our 2015 “State of Tobacco Control” report charts the course to eliminating tobacco-caused death and disease, including the three bold goals we have set with other public health partners to end the tobacco epidemic.

Finally, the future we envision is one where the debilitating effects of lung disease are a thing of the past. Our Research Program builds a community of lung disease researchers whose work continually leads to better treatments, and even cures to reduce the impact of lung diseases from asthma and COPD to pneumonia and lung cancer. 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.

It’s often said “Go big or go home.” That's just another way of saying, “aim high.” At the American Lung Association, we choose to go big! With your help, a world without lung disease is a future worth aiming for.

If you would like to support the work of the American Lung Association, please donate today.
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 88 cents out of every dollar going to program services nationwide.

Where Your Money Goes

| Program Services (88%) | Management & Fundraising (12%) |

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 2015 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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