

ANNUAL REPORT



2007

Thank you for helping us improve life, one breath at a time

As we complete another year working together to promote lung health and fight lung disease, we want to say. "Thank you!"

Thank you to the selfless volunteers who gave their time and talents to plan and carry out programs and special events, to advocate for good lung health, and generally to help others breathe easier.

Thank you to the generous donors who supported our critical work of education, advocacy and research.

Thank you to the many sponsors and corporate partners who helped make us financially stronger, and who opened new doors for our cause.

Thank you to the thousands of health care professionals, program participants and community members who turned to us as a source of information and services.

Each and every one of you — the people we serve and the people who champion the work we do — are the true reason we are winning the fight against lung disease.

Effective July 1, 2007 the American Lung Associations of Tennessee, Kentucky, Michigan and Ohio merged to form the American Lung Association of the Midland States.

As we move forward we are more committed than ever to meeting the lung health needs of all those in our new region. With a rich and respected history behind us, and a wealth of combined resources, experience and knowledge to draw upon, we believe our best days lie ahead of us. We hope you will agree.

We are sincerely grateful for the opportunity to help people live longer, healthier lives. Thank you for making the successes highlighted in this year's annual report possible.

Medical Research



- Continued our support of the American Lung Association's national Asthma Clinical Research Centers (ACRC) in the amount of \$38,020
- Anjaparavanda Naren, PhD (University of Tennessee) received \$60,000 to study how the lungs fight against tobacco smoke carcinogens
- Dr. Vanessa Redecke, St. Jude Children's Research Hospital, was funded at \$40,000 for year two of a bio-medical research grant looking for new ways to treat asthma attacks
- Tennessee joined with ALA national to co-fund Dr. Thao P. Dang (Vanderbilt University - Nashville, TN) for the study of a protein on the surface of cells that has the promise of leading to better lung cancer drugs (total funding awarded: \$100,000)

Advocacy

- Achieved huge legislative victories that included:
 - Increasing our state cigarette excise tax from 20 to 62 cents per pack
 - Passage of a statewide smoke-free workplace law
 - Appropriation of \$10 million for tobacco prevention and cessation programs statewide
- Increased number of advocacy volunteers to 2,300 and updated database with more home addresses to improve ability to target specific districts
- Saw a 16 percent response rate on e-advocacy action alerts for smokefree workplace and excise tax issues

Education and Community Outreach

Tobacco Control

- Trained 150 individuals through 12 facilitator workshops to lead our group Freedom From Smoking Programs
- Conducted 50 Freedom From Smoking clinics for businesses, prisons, hospitals and other facilities and at 500, set a record for number of smokers reached during the year
- Provided stop-smoking counseling and tobacco use information to 156 individuals statewide through our national Lung Help Line
- Distributed more than 15,000 pieces of tobacco related and stop-smoking self-help materials
- Provided additional free stop-smoking assistance to individuals statewide through web-based Freedom From Smoking program

Asthma, COPD and Lung Cancer

- Assisted Tennessee Department of Health on the launch of state's first statewide Asthma Task Force
- Hosted the 2007 "Catch Your Breath" women's lung health conference at Belmont University with approximately 100 participants
- Joined with Kentucky to host a joint two-day continuing medical education workshop in Bowling Green — "The Heart and Lung Connection" — with attendance by 175 medical care professionals
- Continued to provide opportunities for education and social interaction to adults with Chronic Obstructive Pulmonary Disease (COPD) through our network of Better Breathers Clubs and other support groups for those with asthma, sarcoidosis, and other types of lung disease

General Community Outreach

- Distributed more than 21,000 pieces of lung health literature and resources statewide
- Counseled 326 Tennesseans in 48 counties statewide through the Lung Help Line



Financial Reports

The summary information in this report comes from an audit performed by Todvine and Stiles, PLLC (Louisville, KY). The full audit is available upon request from our Nashville office.

SUMMARY STATEMENT OF FINANCIAL POSITION Year Ended June 30, 2007	
ASSETS	2007
Current assets	
Cash and cash equivalents	\$ 385,396
Accounts receivable	10,754
Prepaid expenses	49,379
Total current assets	445,529
Non-current assets	
Investment	42,967
Property and equipment	
Office furniture and equipment	78,778
Less accumulated depreciation	71,140
	7,638
Total non-current assets	56,605
Total Assets	\$ 602,134
LIABILITIES AND NET ASSETS	
Current liabilities	
Accounts payable	\$ 49,951
American Lung Association	13,778
Other	5,957
Total current liabilities	79,686
Net Assets	431,448
Total Liabilities and Net Assets	\$ 602,134

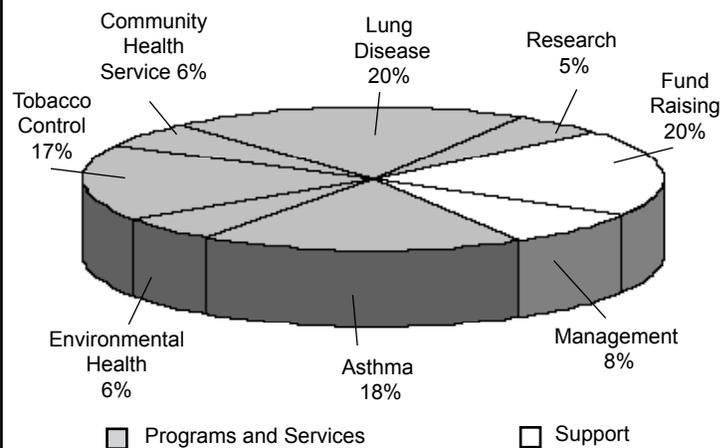
STATEMENT OF ACTIVITIES Year Ended June 30, 2007	
	2007
Public Support	
Direct mail	\$ 421,535
Promotions	120,687
Special events gross revenue	215,124
Special events direct expenses	(79,369)
Special events, net	135,755
Other contributions	
Workplace giving	14,760
Memorials	27,782
Bequests	19,515
Individual special gifts	10,687
Corporate gifts	1,000
Foundation and trust gifts	2,085
Revenue	
Interest and dividend income	12,258
Programs	17,183
Sale of materials	10,937
Miscellaneous revenue	12,584
Total public support and revenues	805,773
Expenses	
Program services	569,640
Support services	231,330
Payment for national headquarters	96,957
Total expenses	897,927
Decrease in net assets from operations	(91,154)
Non-operating activities	
Unrealized gain on investments	1,285
Extinction of AS 158 election	48,774
Decrease in net assets	(40,499)
Net assets, beginning of year	471,937
Net assets, end of year	\$ 431,438

We were pleased to establish relationships with the following companies who generously supported our work this year.



Purity Dairies • GlaxoSmithKline • Hill-Rom
 Respironics • Target • KrispyKreme • Publix
 Caldwell Travel • The Tennessean • Sepracor
 The Nashville City Paper • Beaman Automotive
 Mid-South Pulmonary Specialists • Sir Speedy
 Vanderbilt A.S.A.P. • M&A Supply Company • Boscos
 AstraZeneca • Woodson & Bozeman • Schering Plough
 Andy Barrett Catering • TEVA Specialty Pharmaceuticals
 Vanderbilt Medical Center • Rebel Hill Florists
 Nashville House & Home & Garden Magazine

How Our Funds Are Used



Fundraising and Development Highlights

- We raised over \$867,000 in total public support and revenue, with new records set for the Chattanooga Research Dinner (Bayou Ball) - \$61,865; Chattanooga's 22nd annual Women of Distinction - \$83,876; and Middle TN Asthma Walk - \$49,285.
- Our 2007 Golf Privilege Card generated income of \$107,000.
- A new Regional Council established in Memphis will focus on planning a new wine tasting fundraiser called "Quest for the Cure."

Volunteer Honors and Awards

We were pleased to recognize the distinguished individuals listed below with awards of distinction this year.

Citizenship Award - Holly Lane, Miss Nashville

Advocate of the Year - Susan Cooper, Commissioner of the Tennessee Department of Health

BOARD OF DIRECTORS

Officers

Ed Harrison, *President*
Drew Nixon, *Treasurer*
Jim Hunter, *Past President*
J.E. 'Scooter' Brunson,
President,
SE Regional Council
Dr. Betty Lew,
President,
SW Regional Council
Kirk Lane, PhD, *President*
TN Thoracic Society

Directors At Large

David Bullock
James Bristol
Connie Haley, MD
Ed Harrison
Jim Holloway
Gwen Valentine
Jeff Stevenson
Jon Warkentin, MD
(Ex-officio member)

Honorary Life Members

Earl B. Bowerman, MD
Mrs. Robert S. Hickey
Ms. Katherine Stanton

STAFF

Barry Gottschalk, Interim Executive Director

Nashville Office:

Gail Bost, Development Officer
Margaret Smith, Director Lung Health Programs
Heather Sheppard, Development Assistant
Shannon Smith, Administrative Program Assistant

Chattanooga Office:

Shirley Cudabac, Southeast Regional Director
Sue Winston, Administrative Assistant

ON THE COVER: **Top:** Margaret Smith shared a moment after the Catch Your Breath luncheon with Susan Cooper (Commissioner of Tennessee Department of Public Health), Holly Lane (Miss Nashville), and Courtney Otto (keynote speaker). As members of the West Tennessee Assembly, Dr. Gaye Koumborli, Dr. Christie Michael, and Dr. D. Betty Lew supported the Quest for a Cure event. A participant at Chattanooga's Lung Fest talked health issues with Shirley Cudabac and Southeast Council member Scooter Brunson of Kindred Hospital.

Bottom: Gail Bost thanked honorary walk chair Rudy Kalis (WSMV sports director) and corporate team chair Becki Zillis (Kindred Hospital) for their help with Middle Tennessee's Asthma Walk. Team captain Deborah Carpenter enjoyed meeting Miss Nashville, Holly Lane, at the Asthma Walk kick-off. Sonia Young —The Purple Lady— and her husband, Mel, were honored guests at Chattanooga's 2007 Women of Distinction awards luncheon.

You Can Make a Difference

There are lots of ways you can get involved in the fight against lung disease.

- **Volunteer** - Lend your time and talents to programs or services we provide to serve communities statewide.
- **Advocacy** - Help educate opinion leaders and elected officials about lung health issues and priorities.
- **Asthma Walks** - Raise money for asthma programs and research - ask your family and friends to join you.
- **Memorial and Tribute Gifts** - Honor the memory or achievements of a loved one in a meaningful way.
- **Vehicle Donation Program** - Donate an unwanted car, boat, motorcycle or RV and qualify for a tax break.
- **Planned Giving** - Remember the Lung Association in your will. A modest percentage bequest is a way people of any income level can make a meaningful gift.
- **Christmas Seals** - Spruce up your cards, packages and e-mails with traditional or digital versions of our popular holiday seal.

Please use the reply envelope enclosed in this report to request more information or get involved.

LUNG HELP LINE 1-800-LUNG-USA

**HAVE YOUR LUNG HEALTH AND STOP-SMOKING
QUESTIONS ANSWERED FREE BY SPECIALLY TRAINED
MEDICAL PROFESSIONALS**

Visit us on-line at WWW.ALATN.ORG

Our mission is to prevent lung disease and promote lung health.

Our vision is a world free of lung disease.



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