



2007-2008 Annual Report

FIGHTING FOR AIR

in Florida, Georgia and South Carolina

FIGHTING FOR AIR

DEAR FRIENDS:

This year was one of significant growth and rededication for the American Lung Association. The most exciting change has been the American Lung Associations of Florida, Georgia and South Carolina merging to form one regional entity—the American Lung Association of the Southeast, Inc. This change will help further our mission by streamlining and combining resources, while each state's Lung Association will continue to serve its communities in Florida, Georgia and South Carolina. Another marked change has been the revitalization of our look and motto to better encompass the work we do in research, advocacy and assistance to our local communities. The new motto (and the theme for this annual report) is Fighting for Air.

WE ARE FIGHTING FOR HEALTHY LUNGS.

Our mission is to save lives by improving lung health and preventing lung disease. In this report, we have included examples of our efforts over the past year in researching cures and educating school children about asthma. We are immensely proud of the hard work of our staff, volunteers, advocates and the many others who join us in fighting for healthy lungs.

WE ARE FIGHTING FOR CLEAN AIR.

The American Lung Association is also dedicated to keeping the air we breathe safe for everyone. We are pleased to share our considerable success in reducing outdoor air pollution and passing laws to protect people from secondhand smoke within our communities. The American Lung Association's commitment to fighting for healthy air for every child and adult is evident in every aspect of our organization—from our educational programs to our legislative efforts. It is our mission, our vision and our credo:

We will breathe easier when the air in every American community is clean and healthy.

We will breathe easier when people are free from the addictive grip of cigarettes and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and workplaces are free of secondhand smoke.

We will breathe easier when children no longer battle airborne poisons or fear of an asthma attack.

Until then, we are fighting for air.

We thank you for your continued efforts to fight the diseases and poisons that harm the lungs of our families and communities.

Sincerely,



Paul L. Wilkens

Paul L. Wilkens, Ph.D.
Chairman of the Board



Martha C. Bogdan

Martha C. Bogdan
President and Chief Executive Officer



FIGHTING FOR HEALTHY LUNGS

ASTHMA AND OBESITY

Asthma and obesity are growing health crises that may be interrelated for many patients. The American Lung Association of the Southeast Inc., has funded the Clinical Patient Care Research Grant, which allows researchers like Jason Lang, M.D. from the Nemours Children's Clinic to begin investigating the issue.

Unquestionably, obesity increases the risk for asthma; however, currently there is conflicting evidence about whether or not antioxidant supplementation reduces asthma severity. By conducting a six-week study in adolescents and young adults with asthma, the researchers will investigate whether supplementation with antioxidants may significantly reduce airway inflammation and oxidative injury, as well as lead to improved lung function and asthma control.

The American Lung Association is proud to sponsor vital research for treating and curing lung diseases like asthma.

To learn more about our Asthma Clinical Research Centers, call 1-800-LUNG-USA or visit www.lungusa.org.

Jason Lang, M.D., American Lung Association Research Grant Recipient



OPEN AIRWAYS FOR SCHOOLS

Irving Soto, Jr., a typical 11-year-old boy, enjoys being active and does well in school. But Irving has a medical condition that is not typical of all children: asthma. Asthma is the most common chronic disorder in childhood, affecting an estimated 6.8 million children under 18 years old. The leading cause of elementary school absenteeism, asthma is responsible for causing 12.8 million missed days of school every year in America.

To help manage his asthma, Irving Jr. participated in the American Lung Association's Open Airways for Schools (OAS) program. This award-winning program teaches asthma self-management skills to children aged 8 to 11 and provides vital information about the disease to parents and guardians. Irving Jr. received a completion certificate at the end of the program, but more importantly, he walked away with the ability to manage his asthma and significantly decrease his asthma-related school absences.

Irving's father, Irving Soto, Sr., credits OAS for teaching his son strategies for managing his asthma. "Irving understands the importance of controlling his asthma. He enjoyed walking me through what he learned after each session," Soto said.

To learn more about Open Airways for Schools in your area, call 1-800-LUNG-USA or visit www.lungusa.org.



OUR MISSION IS TO SAVE LIVES

FIGHTING FOR CLEAN AIR

SOUTH CAROLINA BREATHES EASIER



Residents and visitors to the coastal city of Charleston can breathe much easier thanks to the relentless work of Dr. Richard Hernandez, a loyal and committed American Lung Association of South Carolina volunteer and proponent of smokefree air.

City leadership in Charleston, the largest city in South Carolina and a popular East Coast tourist attraction, was initially opposed to adopting a smokefree policy. Throughout the five years it took to pass Charleston's Comprehensive Smokefree Ordinance, Dr. Hernandez was a prominent advocate educating the Charleston City Council of the dangers of secondhand smoke and recruiting supporters. Dr. Hernandez's guidance and dedication led the Lung Association's efforts in promoting smokefree air in Charleston and in cities throughout South Carolina. Today, we are proud to report that 21 cities and counties in South Carolina have passed comprehensive smokefree air ordinances.

SECONDHAND SMOKE IS DEADLY!

- Secondhand smoke causes approximately 3,400 lung cancer deaths and up to 69,600 heart disease deaths in adult nonsmokers in the United States each year.
- Secondhand smoke is especially harmful to young children. It is responsible for between 150,000 and 300,000 lower respiratory tract infections in infants and children under 18 months of age and causes 430 sudden infant death syndrome (SIDS) deaths in the United States annually.
- Secondhand smoke can cause or exacerbate a wide range of adverse health effects, including cancer, respiratory infections and asthma.

GEORGIA'S CLEAN AIR CRUSADER

As the mother of asthmatic 12-year-old Matt, Paula Eggers of Atlanta believes outdoor air quality is a vital issue for all Americans. That is why Paula and Matt have both publicly supported the Environmental Protection Agency (EPA) in enforcing more stringent ozone standards to protect public health.

The American Lung Association's annual State of the Air report ranks the air quality for cities and counties around the country. Atlanta has consistently reported some of the worst air in the nation—this year it was the 12th most polluted city in America. Children like Matt are especially at risk, as they spend an average of 50 percent more time outdoors than adults and engage in more vigorous activity. That's why Paula Eggers knows it is vital to make sure the air our children breathe is safe. "Lots of us have breathing problems. Adopting a stronger ozone standard will help Matt, my family and everyone else breathe a little easier," she said.



THE FACTS ABOUT OZONE POLLUTION

Ozone air pollution is a serious health threat that essentially burns our lungs and airways, causing them to become inflamed, reddened and swollen. When inhaled, even at low levels, ozone can:

- Cause chest pain and cough
- Aggravate asthma
- Reduce lung function
- Increase emergency room visits and hospital admissions for respiratory problems and
- Lead to irreversible lung damage

To learn more about the State of the Air ranking in your area, call 1-800-LUNG-USA or visit www.lungusa.org.

JOIN THE FIGHT!

The American Lung Association needs your support as we fight for air. Help us accomplish our mission to save lives by improving lung health and preventing lung disease; call 1-800-LUNG-USA for specific ideas on how to help!

ADVOCATE

Advocates work passionately for laws and regulations that address tobacco use by children, smoking in public places, air pollution sources, patient care and access to the health care system, occupational lung disease, research funding, tuberculosis and other public health issues related to lung diseases. To stay informed about these and other issues join your state's Lung Action Network (www.lungaction.org).

VOLUNTEER

Our volunteers make an impact by teaching children how to avoid asthma attacks and educating youth about the dangers of tobacco. Volunteers also support our mission by planning and participating in fundraising events like walks, stair climbs and galas. Become part of the Lung Association family—contact your local office to volunteer today!

DONATE

Our success in the fight against lung disease is a direct result of the contributions from our generous donors. Our vision is a world free of lung disease, and your support helps us all breathe easier. From a one-time donation to a bequest, the American Lung Association makes it easy for you to support a good cause.

LUNG HELPLINE® (1-800-LUNG-USA)

By calling 1-800-LUNG-USA (1-800-586-4872), you can be connected directly to a registered nurse or respiratory therapist who can answer your questions and provide assistance. Staff is available for immediate telephone consultation to offer advice and information on a variety of lung health topics, such as lung cancer, asthma, allergies, emphysema and quitting smoking. We're here to answer your lung health questions.

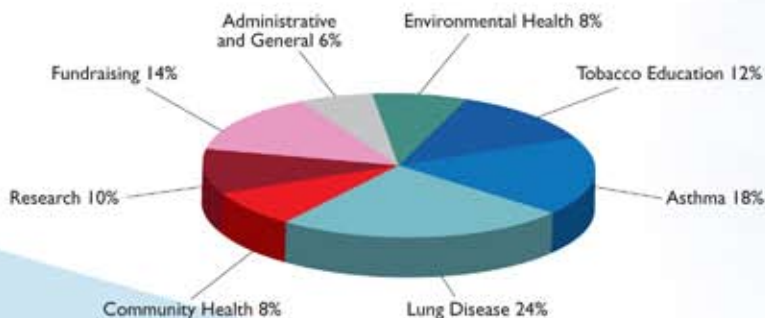
GIVE BACK TO THE AMERICAN LUNG ASSOCIATION

Interested in income for life, tax deduction savings and the personal satisfaction of making a gift that impacts the lives of people suffering from lung disease? These are just a few of the many benefits of planned giving with the American Lung Association. Your donation will provide funds for vital research, education and advocacy.

Learn more about what gift is best for you. Contact George Cruz, director of planned giving, at gcruz@lungfla.org or call your local office at 1-800-LUNG-USA.

THE AMERICAN LUNG ASSOCIATION OF THE SOUTHEAST, INC.

2007 - 2008 FUNCTIONAL EXPENSES



A complete Statement of Activities and Statement of Functional Expenses can be mailed to you by request. Please email alaf@lungfla.org with your name and address to request a copy.



FIGHTING FOR EXCELLENCE

2008 CHARLES F. TATE, JR., M.D. VOLUNTEERS OF THE YEAR

For more than a decade, Chris and Tad Fisher have volunteered on many projects with the American Lung Association, including raising funds for vital programs, becoming volunteer advocates, serving on local and state level committees and personally supporting the mission. Protecting people from secondhand smoke and preventing children from starting to smoke is their passion.



Tad and Chris Fisher

Both Marc and Laura Sherman of Palm Beach are second generation asthma sufferers, a condition their three children endure as well. Their trials of dealing with this disease have motivated them to continually step forward and assist the American Lung Association in many ways—be it financial support, serving on boards or volunteering at events. They understand what a difference they can make in their world, and in their children's lives.



Marc and Laura Sherman

STAFF HONORS

The American Lung Association of the Southeast, Inc. is proud to acknowledge three staff members who received national recognition by the Congress of Lung Association Staff at the 2008 Nationwide Staff Conference: Martha Bogdan, president and chief executive officer, for receiving the President's Award; Brenda Olsen, R.N., chief operating officer, for receiving the Excellence in Communications award and Jane Atchinson, director of operations, for receiving the Excellence in Administration award.

Brenda Olsen and Jane Atchinson



Martha C. Bogdan and Steve Peregoy

✚ AMERICAN LUNG ASSOCIATION.

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With offices in:

FLORIDA

- Bonita Springs
- Daytona Beach
- Ft. Lauderdale
- Jacksonville
- Orlando
- Pensacola
- St. Petersburg
- Tallahassee
- West Palm Beach

GEORGIA

- Albany
- Smyrna

SOUTH CAROLINA

- Charleston
- Columbia

To contact your local Lung Association, call 1-800-LUNG-USA or visit www.lungusa.org.

OUR VISION IS A WORLD FREE OF LUNG DISEASE