



FY17 Annual Report

When you can't breathe, nothing else matters™



Our Impact

Our shared vision – a world without lung disease. We work to protect the lung health of 320+ million Americans with LUNGS.



Targeting Lung Cancer

We have increased our investment in lung cancer research funding by **164 percent**, totaling **\$7.1 million** since launching LUNG FORCE.



\$83 million

in research funded between
2007 and 2017 with **\$6.5 million**
investment in research this past year.



**Nearly
10 million**

people visit **Lung.org** every year for
lung health information and our
health education videos receive
1 billion views every year.



Advocating for Patients

150 LUNG FORCE Heroes, staff and volunteers visit **205 members of Congress**
in one day.



Saying "No" to Tobacco

Helped 28 states and hundreds of communities create smokefree workplaces
and last year, helped nearly **20,000 Americans** choose Freedom From Smoking®
to quit smoking.



Our fight for healthy air contributed to

**25% fewer
Americans**

living where air quality was unhealthy.

A Heartfelt Thank You

Message from Our Leadership Team

When you can't breathe, nothing else matters.™ That was true more than 110 years ago, when our organization was created to battle tuberculosis, and it's just as true now. Breathing is essential to life, and as we look back at our fiscal year 2017 and forward to the future, it becomes apparent that our mission to save lives by improving lung health and preventing lung disease is more important than ever. As we confront many current threats to lung health—infectious respiratory disease, smoking, air pollution, climate change and more—we are deeply grateful for the many individuals, families, foundations and businesses whose support makes our work possible.

Our LUNG FORCE initiative enabled us to dedicate \$2.2 million this year toward lung cancer research. We are also collaborating with Stand Up To Cancer and the LUNGevity Foundation to fund the Lung Cancer Interception Research Teams, for which we have committed another \$2 million over the next two years—our largest single investment in lung cancer research to date. Your support made this groundbreaking investment in the fight against lung cancer possible. Thank you.

We continue to work hard to ensure that the air we share is clean and healthy for all Americans. We have been—and will continue to be—the champion for those with lung disease, providing information and tools to lessen their burden, and defending the healthcare coverage so critical to their treatment. We've made great strides to eliminate tobacco use and tobacco-related diseases with innovative new tactics like "Tobacco 21" state laws and our new Freedom From Smoking® Plus program, and we will continue our tireless efforts to reduce tobacco use, the nation's leading cause of preventable death and disease.

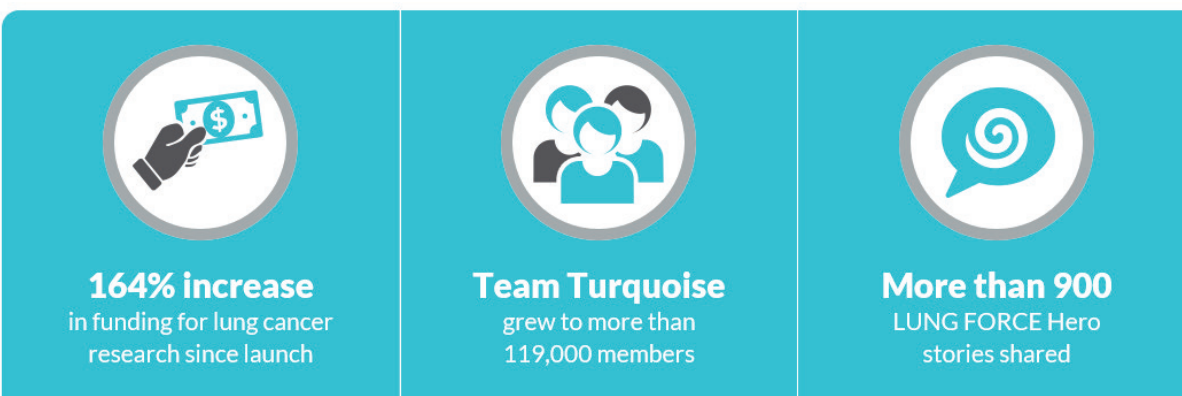
As you explore our annual report and learn about our nationwide work, we think you will agree that when you can't breathe, nothing else matters. Thanks to you, we can continue to fight for what really matters. On behalf of our National Board of Directors, our dedicated staff and our amazing volunteers, we hope you take pride in what we have done together, and we thank you for your generosity and ongoing support. We can't do it without you.



John F. Emanuel, JD
National Board Chair



Harold P. Wimmer
National President and CEO



Our LUNG FORCE initiative continues to unite women against lung cancer and for lung health. This year, we continued to focus on lung cancer research through research funding partnerships, direct funding and federal advocacy efforts. Our third annual Women's Lung Health Barometer revealed that lung cancer awareness remains critically low—in fact, 98 percent of women still didn't even have lung cancer on their radar. And, less than half of women considered at high risk for the disease had spoken to their doctor about lung cancer, despite it being the #1 cancer killer of both women and men.

Our second LUNG FORCE Advocacy Day in Washington DC, on April 5, brought together LUNG FORCE Heroes to fight to preserve quality, affordable healthcare and support sustained and robust investments in medical research funding at the National Institutes of Health. More than 150 Heroes, volunteers and staff from every state in the country attended and visited 205 members of Congress to advocate for lung health.

Highlights

- LUNG FORCE Advocacy Day: 150 Heroes, volunteers and staff visited 205 Congress members
- Held 25 LUNG FORCE Expos, reaching over 4,400 medical professionals, volunteers, patients and caregivers
- 22,000 walk participants at more than 40 events nationwide
- 240 famous landmarks illuminated in turquoise during Turquoise Takeover in May
- \$2 million investment in Lung Cancer Dream Team

LUNGspiration

Standing Up for Healthcare



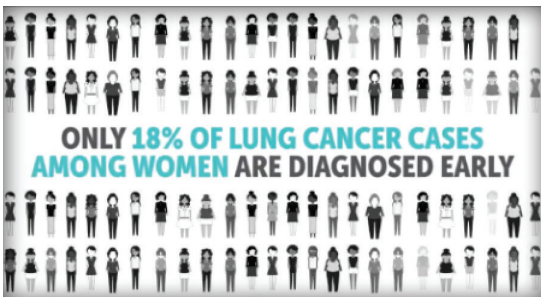
The LUNG FORCE movement continues to grow! One of our most dedicated Heroes, Lysa B. attended at a special Capitol Hill advocacy day focused on protecting quality and affordable healthcare, where she also spoke at a press conference.



In recognition of National Women's Lung Health Week (May 7 – 13), we celebrated the fourth annual Turquoise Takeover. Turquoise, the signature color of LUNG FORCE, illuminated more than 240 famous landmarks (the most ever).

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

In FY17, LUNG FORCE collaborated with Stand Up To Cancer and the LUNgevity Foundation to create the Lung Cancer Interception Dream Team. Our \$2 million contribution to these teams is our largest single investment in lung cancer research to date. Read the most recent FY18 update on this important award.



Building Lung Cancer Awareness

Lung cancer takes the lives of more women than any other cancer. Yet, according to our third annual Women's Lung Health Barometer — a survey of over 1,000 American adult women that measures their awareness, knowledge and perceptions about lung cancer — 98 percent of women do not have lung cancer on their health radar. Awareness is critical because if lung cancer is caught before it spreads, survival rates are five times higher. Our efforts helped double the number of women who have lung cancer on their radar.



Taking Our Message to the Capitol

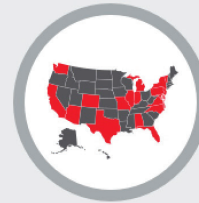
Ashley, from Pennsylvania, was one of the more than 150 LUNG FORCE Heroes, volunteers and staff who discussed the importance of quality and affordable healthcare and lung cancer research funding for the National Institutes of Health with their Senators and Representatives during our 2nd annual LUNG FORCE Advocacy Day. Ashley met with her Senators and Representative, and later in the year spoke at the House of Representatives' Cancer Caucus Briefing on why continued investments in federal research funding are so important.



Over \$6.5 million
in research funding



69 research projects
and 18 Airways Clinical
Research Centers



Funding research
in 50 institutions and 24 states

Medical research is the promise of better treatments, and ultimately, cures that will lead to a world free of lung disease. At the American Lung Association, we work to fulfill this promise every day, in ways that have a direct, life-changing impact on patients. Our research program includes our Awards and Grants Program and our Airways Clinical Research Centers (ACRC) network, the nation's largest not-for-profit network of clinical research centers dedicated to asthma and COPD. Our commitment to research in fiscal year 2017 was more than \$6.5 million.

This past year, our Awards and Grants program funded 69 research projects at 50 institutions throughout 24 states. Our American Lung Association Research Team was engaged in several new and promising areas of study, including:

- Identifying signaling mechanisms driving lung cancer invasion
- Understanding heritable factors influencing lung cancer and the response to chemotherapy
- Integrating smoking cessation interventions into lung cancer screening, which could reduce the risk of lung cancer for participants
- Revealing the genetic factors of disease progression and death in idiopathic pulmonary fibrosis
- Identifying cell envelope proteins and developing new potential treatments for Mycobacterium tuberculosis

Our ACRC Network continued investigations that have a concrete, near-term impact on patients' lives, including a study published in the Annals of the American Thoracic Society, finding no evidence to support positive pressure (CPAP) as effective for reducing airways reactivity in people with well-controlled asthma. We continue to search for methods that improve asthma control for patients.



Research

Exploring Lung Cancer's Sugar Connection

Lung Association grant awardee, Jung-whan Kim, Ph.D., found that sugar serves as an energy supply in squamous cell carcinoma, a type of lung cancer that accounts for 25 to 30 percent of all lung cancers. Dr. Kim's finding may help lead to new targeted therapies that may prove more effective for squamous cell lung cancer. His study was published in the online journal, *Nature Communications*.



LUNGspiration Using the Immune System to Target Lung Cancer

Mark M. Fuster, M.D., (seen with his wife at a LUNG FORCE Walk) is a pulmonary disease specialist in San Diego. What started with taking care of patients in a clinical care setting turned into a passion for research, leading Dr. Fuster to receive our LUNG FORCE Lung Cancer Discovery Award. He hopes his research can lead to new strategies to cure cancer through the immune system.



Building an Innovative Research Team

For more than a century, the American Lung Association has worked to advance medical research for all lung diseases and reduce the burden of lung disease on individuals and families. Through our Awards and Grants Program we fund investigators at every stage of their career, with a particular focus on junior investigators, with the goal of starting them on a successful career dedicated to lung health research.

Dedicated to Asthma and COPD Patients

The American Lung Association Airways Clinical Research Centers (ACRC) network is a key component of our Research Team and is the nation's largest not-for-profit network of clinical research centers dedicated to asthma and COPD treatment research. The ACRC network conducts large clinical trials that directly impact patient care for those living with COPD and asthma.





 Helped 20,000 people quit smoking through Freedom From Smoking®	 Trained over 200 new Better Breathers Club facilitators	 Helped 4,500 more patients and caregivers manage their asthma through our Asthma Basics course
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More than any other organization, Americans turn to the American Lung Association for trusted information, helpful tools and reliable support for better lung health. In fact, nearly 10 million people visit Lung.org every year for lung health information and resources.

This year, we transformed the Lung Cancer Action Guide into an online Lung Cancer Navigator tool available at Lung.org/lung-cancer, featuring five engagement pathways, including the newest addition, a pathway for patients in lung cancer treatment. This tool connects users with the comprehensive education resources for every stage of the lung cancer journey.

More than 24 million Americans live with asthma, including more than 6 million children, for whom it is a leading cause of hospitalization and missed school. This year, we expanded the reach of our Asthma Basics online learning module, helping almost 4500 patients and caregivers learn how to manage asthma. We enhanced the program by launching a Spanish language version. We also developed an online educator training to prepare community asthma educators to deliver adult asthma education using *Breathe Well, Live Well: The Guide to Managing Asthma at Home and Work*.

We were a lead partner in creating the first-ever COPD (chronic obstructive pulmonary disease) National Action Plan, which was announced by the National Heart, Lung, and Blood Institute (NHLBI) in May. COPD is the third leading cause of death in the U.S. and impacts more than 11 million Americans. The plan's key goals include the call for greater public awareness of COPD, strategies to reduce COPD risk factors, improved quality of care and increased research efforts surrounding COPD. We also implemented an expansion of our Better Breathers Clubs—most of whose members have COPD—and trained over 200 new Better Breathers Club Facilitators.



Health Education

Highlights

- Nearly 10 million people visit Lung.org every year for lung health information and resources
- Created 8 new online lung cancer educational assets that generated 700,000 views
- Our Inspire support communities grew to more than 109,000 members



LUNGspiration **Freedom From Smoking® Helped Lisa Quit**

Lisa Noble had her first puff of a cigarette when she was 9 years old. But she never had the desire to quit smoking until she realized she didn't want to quit for anyone else—she wanted to quit for herself. Healthier, stronger and smokefree, Lisa shares how Freedom From Smoking helped her quit for good on our EACH Breath blog.



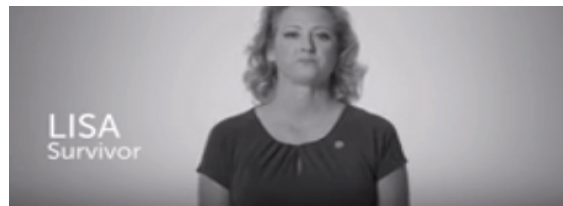
New Freedom From Smoking® PLUS

Helping smokers quit is an essential part of our mission. With our innovative new Freedom From Smoking® Plus, available on computers, tablets and smartphones, the Lung Association continues as America's leader in smoking cessation. Last year nearly 20,000 people chose Freedom From Smoking to help them quit.



Hitting the Backroads to Help Smokers Quit

In partnership with Anthem Healthcare, the Lung Association brought quit-smoking support to high need areas in nine states. One of the superstars of this program was Debbie Seals, who works for the Lung Association in southwest Virginia, and has done tremendous work helping smokers in rural Virginia and West Virginia quit.



Spreading Hope for Better Treatment

Tumor testing can help lung cancer patients and their care team better understand their unique cancer and can lead to more effective, targeted treatments. Our “Tell a Friend About Tumor Testing” initiative encouraged people to share this exciting news and urge a friend with lung cancer to get tested.



Building on the Comfort of Community

We now sponsor seven lung health support communities on the Inspire platform. This year, we enhanced the user experience for the more than 109,000 members by offering a series of “Ask the Expert” chats and our Lung HelpLine staff introduced regular discussion starter topics, which stimulated valuable interaction.



 Fought to protect quality, affordable healthcare for over 32 million Americans with lung disease	 Fight for healthy air lead to 25% fewer Americans living where air quality was unhealthy	 Helped California pass a \$2 per pack cigarette tax increase to help keep kids from smoking
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Through advocacy, we work to create and preserve laws and policies that protect our health. Every year, we fight for legislation and policies that protect our children from deadly air pollution and tobacco products, advocate for funding for critical lung disease research and health programs at the federal level, and much more. With a change in the presidential administration, much of our energy has been spent on defending progress we made in previous years.

A top priority this past year was fighting to protect for all Americans, especially the more than 32 million with lung disease. In May, the House of Representatives passed the American Health Care Act (AHCA), which would have gutted healthcare protections and left 23 million more Americans uninsured. In response, we launched a multi-front advocacy plan that included a special advocacy day where our volunteers visited their Members of Congress to share why they need healthcare, a statement urging the Senate to reject the AHCA, a letter to the Senate about the importance of patient protections, a nationwide call in day to Congress and many other tactics. Our efforts helped prevent a similar Senate bill from passing, and we are pushing for Congress to work on a bipartisan bill to improve the healthcare system.



Rapid Response Team to Save Our Lungs

To respond quickly and strategically to new threats to our health policy priorities, we created the Save Our Lungs Team, a highly-motivated team of volunteer advocates who have agreed to quickly call their members of Congress when alerted of a critical issue by the Lung Association. We now have more than 600 members representing all 50 states.

Highlights

- Four in 10 Americans still live where the air is unhealthy to breathe.
- Our Save Our Lungs rapid response team has more than 600 members representing all 50 states.
- We helped protect the Food and Drug Administration's authority to protect our kids and the public health from e-cigarettes, cigars and hookah.



LUNGspiration Telling His Story to Protect Kids' Lungs

Kids' lungs are important to Dr. Paul Smith. He's a pediatric pulmonologist from Missoula, Montana, and has seen firsthand the terrible impact unhealthy air can have on his young patients with asthma. As an avid Lung Association volunteer, he shares his story with the public and state leaders, in support of our Healthy Air Campaign.

In August 2016, the Food and Drug Administration's deeming rule took effect, which at long last gave the agency oversight authority over all tobacco products, including e-cigarettes, cigars and other tobacco products. However, once taking office, Trump Administration delayed the implementation of the tobacco deeming rule, raising significant concerns for the Lung Association and our partners. In response, over 50 groups – including the Lung Association – sent a letter to then HHS Secretary Price expressing grave concern that the Administration appeared to be reconsidering the rule. The Lung Association and our partners also petitioned to intervene in some of the legal challenges brought by the tobacco industry against the rule.

This year, our Healthy Air Campaign continued to fight for healthy air for all Americans. Major efforts included a Declaration on Climate Change and Health, created with health partners and hand-delivered by their leaders to the EPA Administrator. It highlights health impacts of climate change and calls on leaders to defend the Clean Air Act and supporting action on climate change.



Our annual "State of Tobacco Control" report is the authoritative assessment of how the nation is doing in reducing tobacco use. This year, we added a new grade for states that looks at whether they've passed laws raising the legal ages to purchase all tobacco products to 21.



Our annual "State of the Air" report highlighted progress and challenges in defending healthy air. Progress continues, but more than 4 in 10 Americans—125 million people—live where the air remains unhealthy to breathe. Media and advocates repeatedly cited our report in questioning officials and supporting steps to protect health from polluted air.

Advocacy

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If you like to get involved, be active and make a difference, while having fun with family, friends and coworkers, we have an event for you!

Our mission, to save lives by improving lung health and preventing lung disease, is the driving force behind all of our special events. If you believe in that mission, participation in Lung Association events is a fun way to raise funds and awareness in your community. You can choose from a variety of events that appeal to a full range of interests and physical abilities. And you can team up, and participate with friends, family, coworkers and even participate in honor of a loved one.

Through our signature Fight For Air Climbs and LUNG FORCE Walks, our treks, galas and golf outings, you can show your support and make a real difference. This past year, our 51,000 Walk and Climb event participants raised more than \$11.6 million to support our life-changing, lifesaving work.



Thank You – You Make It All Possible!

Did you know that some of our most active Fight For Air Climb participants are firefighters? We want to thank these brave firefighters and all 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.



Do It For Someone You Love

Many of our event participants and volunteers help in honor of a loved one who they lost, or who is currently battling lung disease. Our LUNG FORCE Walks bring together those impacted by lung cancer and other lung disease as well as their families, friends and coworkers, to raise funds toward research and program services. These events provide an opportunity to connect with other families and celebrate hope and progress in the fight against lung cancer and for lung health.



Without our donors, it would be impossible to deliver our mission-related work, which includes advocacy, education and research. We are grateful for the many dedicated donors who support the American Lung Association with gifts large and small. A vital component of our success is financial support from donors like you. By making the American Lung Association part of your legacy plans, you are giving a gift that will impact future generations.

Education Programs: Support from our donors, both private and corporate, helps us develop health education and support programs like our Better Breathers Clubs, Asthma Basics and our Lung HelpLine (1-800-LUNGUSA).

Research: The Lung Association funds a broad spectrum of medical research grants and awards that advance the fight against lung diseases like lung cancer, asthma, COPD, pulmonary fibrosis and many others. Our donors are partners in this lifesaving work.

Advocacy: Through the generosity of our donors, the Lung Association is able to advocate for lung health at the national, state and local levels. We fight to ensure adequate funding for research and health programs, to protect clean air and climate policies and for policies that protect our children from tobacco.



LUNGspiration **Audrene Lojovich—Making a Lasting Investment in Health**

Audrene Lojovich became an American Lung Association volunteer almost 30 years ago, because of her interest in tobacco prevention. Impressed by the breadth of our mission, she learned all she could about our work in education, advocacy and research. As her passion for our mission grew, so did her involvement, resulting in leadership roles at the local and national level, including as a member of the National Board of Directors.

For Audrene, our research funding is what's most compelling - especially the work of Dr. Mary Ellen Avery. With funding support from the Lung Association, Dr. Avery discovered the role that too little of the substance called surfactant plays in the lung health of premature babies, as well as how to treat it—a discovery that saves lives every day.

“My twin granddaughters were born at 26 weeks and 2.25 pounds each,” says Audrene. They were treated, as a result of Dr. Avery’s research, and I believe it is one of the reasons they survived and are healthy today.”

Audrene was inspired to make a legacy gift by naming the Lung Association as the beneficiary of a life insurance policy. “My legacy gift is an extension of my passion for the American Lung Association and my hopes for future breakthroughs to improve lung health and prevent lung disease,” says Audrene. “And that makes me smile.”

FY17 Annual Report

Looking Forward...

A World Free of Lung Disease

For more than 110 years, the American Lung Association has been America's leading force for lung health—inspired by America's spirit of community to work together for better health and longer life for all. Today the American Lung Association's mission is more important than ever. We never take breathing for granted, because millions of Americans fight for each and every breath. Through research, education and advocacy, and with the help of generous donors and dedicated volunteers, we will continue our mission to save lives by improving lung health and preventing lung disease. Every day, we work to fulfill each of our strategic imperatives and continue to offer hope to all those touched by lung disease. Our vision of a world without lung disease is an ambitious goal, but with your support, it's a future we'll see together.



At the Oct. 26, 2017 Research Teams Announcement (left to right): Maximilian Diehn, M.D.; Lecia Sequist, M.D.; Harold P. Wimmer, National President and CEO, American Lung Association; Andrea Ferris, CEO of LUNGEVITY; Bree Turner, Stand Up To Cancer Ambassador and actress; Avrum Spira, M.D.; and Steven Dubinett, M.D. Diehn and Sequist are the Lung Cancer Interception Translational Research Team leaders while Spira and Dubinett lead the Lung Cancer Interception Dream Team.



Partners

Working Together to Improve Lung Health

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 2017. Their support not only helps fuel our mission, but also demonstrates their trust that the American Lung Association will use their support to make a real difference in the health of Americans.

National Corporate Supporters



Partners

National Foundation Grantors



Health Industry Council

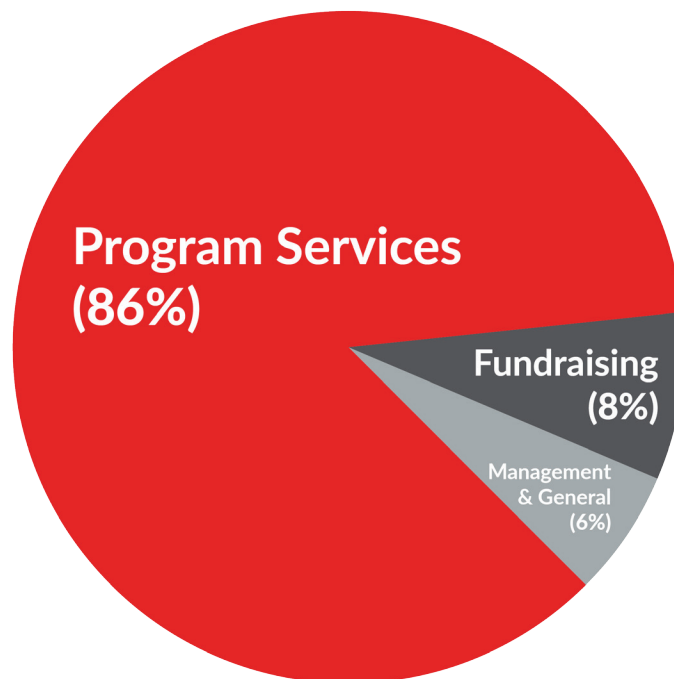
Fellow champions of lung health, American Lung Association Health Industry Council members gain meaningful and relevant information on policy, research and patient education and support efforts at twice yearly meetings that also serve as exclusive networking opportunities among corporate leaders.





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 86 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.



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.

National Board of Directors | July 2016-June 2017

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Jeffrey T. Stein, CFP, CRPS

Leticia W. Towns

Hanley H. Wheeler

Leadership

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American Lung Association of the Mid-Atlantic

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Camp Hill, PA 17011
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American Lung Association of the Midland States

Kentucky, Michigan, Ohio, Tennessee
5900 Wilcox Place
Dublin, OH 43016
T: (614) 279-1700 | F: (614) 279-4940

American Lung Association of the Mountain Pacific

Alaska, Hawaii, Idaho, Montana, Oregon, Washington, Wyoming
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Seattle, WA 98109
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American Lung Association of the Northeast

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East Hartford, CT 06108
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American Lung Association of the Southeast

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Jacksonville, FL 32216
T: (904) 743-2933 | F: (904) 743-2916

American Lung Association of the Southwest

Arizona, Colorado, Nevada, New Mexico, Oklahoma, Texas, Utah
102 West McDowell Road
Phoenix, AZ 85003-1213
T: (602) 258-7505 | F: 877-276-2108

American Lung Association of the Upper Midwest

Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin
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Brookfield, WI 53005-2508
T: (262) 703-4200 | F: (262) 781-5180