



# FY21 Annual Report

When you can't breathe,  
nothing else matters®



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**Our Vision:**  
A world free of lung disease.

## Meeting the Challenge for You

During this past year – the first full year of the COVID-19 pandemic – it became clear that there would be no quick fix to this health crisis, and that America would need the American Lung Association more than ever. As the trusted champion for lung health, we consistently met this challenge, through the combined work of our dedicated volunteers and staff across the country.

Using our uniquely effective, three-pronged approach of education, advocacy and research we made major contributions in helping Americans understand COVID-19 and protect themselves from it. Through our COVID-19 Action Initiative we ramped up our research investment, provided the public with a steady stream of information and resources they could trust and successfully advocated to protect healthcare coverage for those who needed it the most.

Of course, COVID was not the only threat to our lungs, and the Lung Association was diligent on all fronts. We worked to reduce tobacco use, especially flavored tobacco products and e-cigarettes that target our youth. We also addressed other threats to our lung health, including worsening air pollution and climate change, asthma, COPD and infectious diseases like pneumonia and the flu. Through it all, we were there so that we could all enjoy the simple, but essential act of breathing.

New and innovative efforts became highlights of this most demanding year. We held our first nationwide, online telethon – #Act4Impact, hosted by Queen Latifah – to help fund our COVID-19 Action initiative. We released our report on the health benefits of widescale conversion to electric vehicles, “The Road to Clean Air.” We launched our massive new End Youth Vaping initiative. And our new Lungcast™ online series for healthcare professionals covered the latest science in COVID-19 and other lung topics. And to fully embrace diversity within the American Lung Association and the communities it serves, we assembled our first-ever Diversity, Equity and Inclusion Council.

Our greatest partners throughout this historic year have been supporters like you. None of our important work is possible without your support. Our vision is a world free of lung disease. We extend our deepest thanks to you—the many individuals, families, foundations and businesses who are helping us make this vision a reality.

Our commitment to you in the year ahead is to be excellent stewards of your donations, with 90 cents of every dollar going to program services that support our lifesaving mission, and to continue to be your trusted champion for healthy lungs.



*Harold Wimmer*

**Harold P. Wimmer**  
National President and CEO



*Stephen R. O'Kane*

**Stephen R. O'Kane**  
Board of Directors Chair and  
Executive Committee Chair

## 2 Diversity, Equity and Inclusion

In an effort to fully embrace diversity within the American Lung Association and the communities it serves, in August 2020 we announced the formation of the Lung Association's first-ever [Diversity, Equity and Inclusion \(DEI\) Council](#). The staff-based council seeks to advance our lifesaving mission while fostering and implementing DEI in the Lung Association's practices, programs and processes. In less than a year, we are proud to have taken several actions based on the DEI Council's recommendations and in partnership with the Executive Leadership Team (ELT), staff and volunteers, including:

- Adding Juneteenth to our paid holiday schedule.
- Actively acknowledging several observances internally and externally on our social media platforms and website.
- Hosting three national webinars focused on lung health disparities in historically underrepresented communities and transgender cultural awareness.
- Initiating an annual survey to gauge staff sentiments on DEI within the organization.
- Launching a DEI landing page on Lung.org that highlights Lung Association resources addressing health disparities among Black, Latino, Asian American, Pacific Islander, Native Hawaiian, LGBTQ+ and Indigenous communities.
- Creating internal monthly discussions to broaden staff knowledge of and appreciation for DEI.
- Influencing the communications of the organization to include culturally relevant and sensitive information.



We also began to devise a national DEI strategy to advance our lifesaving mission while fostering DEI in our practices, programs and processes. The strategy includes several key priorities and goals we plan to execute in FY2022. The strategic areas of our DEI strategy are:

### Workforce

- Talent Recruitment & Retention
- Talent Development & Advancement

### Workplace

- Equity & Culture of Inclusion

### Marketplace

- Strategic Imperatives & Mission Focal Points
- Community & Constituent Relations

## 2 Diversity, Equity and Inclusion

We are exceptionally proud of the work of the DEI Council these past 12 months and the ongoing efforts of volunteers and staff nationwide to drive equitable and sustainable community health impact, which builds on our legacy of work to address health disparities. We look forward to building upon these efforts in the coming years.

### COVID Outreach to the Hispanic Community

To help save lives and protect public health, we launched the “Buy 2 Give 2 Masks” initiative. For every 2 masks purchased, the Lung Association donated 2 masks to those in need, raising funds for our COVID-19 Action Initiative. Dr. Juanita Mora shared more in [her blog](#).



### Webinars for Diverse Groups

New national webinars focused on lung health disparities in historically underrepresented communities and transgender cultural awareness.



**Addressing Lung Cancer Disparities in Black Men**  
No Patient Left Behind:  
Black Men and Lung Cancer Webinar

Friday  
February 19, 2021  
11 a.m. CT

American Lung Association  
Diversity Equity Inclusion

### Diverse Observances

Through the work of our DEI Council, we were proud to recognize observances honoring many diverse groups, such as Indigenous Peoples Month and Hispanic Heritage Month.



Celebrating Hispanic Heritage Month  
Sept 15 - Oct 15, 2021

American Lung Association  
Diversity Equity Inclusion

Celebrating Indigenous Peoples Month

American Lung Association  
Diversity Equity Inclusion

## 3 End COVID-19

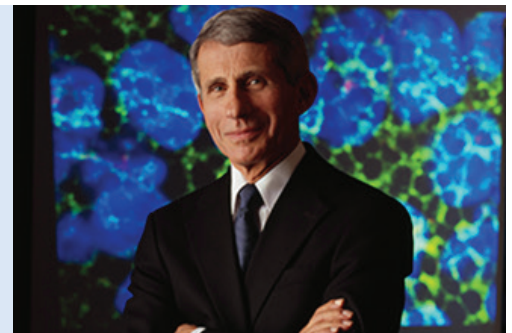
As the tragic COVID-19 pandemic continued across America, our COVID-19 Action Initiative, launched in 2020, gained traction and began to show real impact. As part of this bold initiative committing \$25 million to end COVID-19 and defend against future respiratory viruses, we announced our second round of the [COVID-19 and Respiratory Virus Research Award](#) which provides funding of \$100,000 a year for two years.



**COVID-19**   
**Action Initiative**

In July, we launched a series of virtual [COVID Town Halls](#) and enlisted esteemed medical experts to share new findings and support Americans with the science-based information and resources they could trust. Each of these monthly presentations is [available online](#). We also helped healthcare professionals stay informed and maximize their knowledge.

We launched [Lungcast™](#) in partnership with HCPLive, an online series for healthcare professionals, hosted by our chief medical officer, Albert Rizzo, M.D. Lungcast covered the latest science in COVID-19 and other lung topics and included prestigious guests such as Dr. Anthony Fauci. In August, we were proud to [partner with the Cleveland Clinic](#) through an educational collaboration to provide advanced COVID-19 resources for healthcare providers via web-based learning.



As lifesaving vaccines became available, the Lung Association stepped up to help the public understand the vaccines and make informed decision about vaccination. [Our FAQs](#) answered critical questions about the different types of vaccines, their safety, effectiveness, who should get them and more. [Our Vaccine Tracker](#) helped users find vaccines and our [Better For It](#) toolkits, created in partnership with the Center for Black Health & Equity and others, are available in versions for diverse groups and helped supply facts, dispel myths and guide users to an informed decision in a culturally competent way about vaccination.



We continued to play a national leadership role as the year progressed. In June, we had the honor of becoming a founding partner of the White House Vaccination Task Force, focusing on helping Americans achieve a 70% vaccination goal and encouraging people to [become an American Lung Association Vaccine Ambassador](#). Through our advocacy efforts we vigorously worked on Capitol Hill to expand healthcare coverage to those who needed it the most, including low-income individuals, those with lung disease and those who lost employer-provided healthcare during the pandemic.

In January 2021, we announced a second call for applications for our [COVID-19 and Respiratory Virus Research Award](#). As part of our COVID-19 Action Initiative, the award supports investigators with a stellar track record of accomplishment who have the potential to advance our knowledge of COVID-19 and other novel respiratory viruses with pandemic potential. The response from researchers was astounding with nearly 200 submitted letters of intent.

# 3 End COVID-19

**Stars Shine for COVID** In September, Lung Association supporters across the country joined QUEEN LATIFAH for our first-ever livestream benefit, [#Act4Impact](#). Queen Latifah was joined by numerous stars who all helped to shine a light on our work to defeat the COVID-19 pandemic and address racial health disparities. [#Act4Impact](#) was seen by more than 250,000 online viewers and, to date, we have raised nearly \$7 million for the COVID-19 Action Initiative. This event was a powerful step in our overall COVID-19 Action Initiative and our goal to raise \$25 million over three years.



## Funding COVID Research

Our [COVID-19 Action Initiative](#) continues to make good on our promise to help end the pandemic. Recent research we're funding is a study of the effectiveness of COVID-19 vaccination for transplant recipients. [Marcia Goldberg, M.D.](#), who leads the investigative team at Harvard and Massachusetts General Hospital has good reason to want to learn the answer. Her husband received a heart transplant 15 years ago.



## Video Invites us to Return to What We Love!

In March, when vaccines hinted at a return to normalcy, we created an eye-catching PSA urging Americans to get vaccinated and "[Return to What We Love](#)," like the roar of the crowd, or the laughter of grandchildren. Our PSA has garnered 102 million media impressions, over 370,000 video views and more than 42,000 visits to the [Lung.org/Vaccine-Facts](#) page.



## Our Vital Social Presence

Throughout the year, our growing and engaged social audience relied on us to give them information they could trust across our social channels: [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#)



# 4 Defeat Lung Cancer

Lung cancer is the leading cause of cancer-related death of both women and men in the U.S., a fact of which too many Americans are still unaware. Our **LUNG FORCE** initiative continues to make real progress in changing that. More people than ever before are surviving lung cancer. But our work is not done to raise awareness, increase research funding, and provide education and support for patients and their caregivers. LUNG FORCE is leading the way.

In March 2021, we held our sixth annual **LUNG FORCE Advocacy Day**. Eighty LUNG FORCE Heroes from across the country—those personally affected by lung cancer—called to speak to their members of Congress about the urgent need to address lung cancer, including \$46.1 billion in research funding for National Institutes of Health, \$10 billion in funding for the Centers for Disease Control and Prevention and to ensure that everyone has affordable, adequate and accessible healthcare. We had 196 meetings with members of Congress.

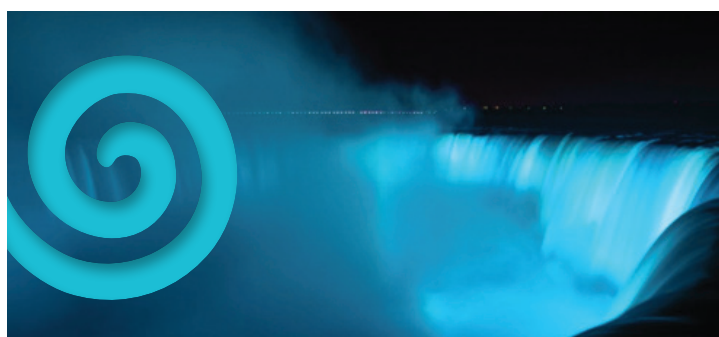


Lung cancer screening saves lives by detecting the disease at an earlier stage when it is more treatable. Our “**Saved By The Scan**” campaign continued to help current and former smokers learn about the lifesaving potential of lung cancer screening. In FY21, 180,000 people took our Saved By The Scan eligibility quiz and over 25,000 were found to be at high risk. When guidelines for who qualifies for screening expanded so that more people could get screened, we **created a new toolkit** with The University of Texas MD Anderson Cancer Center to help people find out if they qualified for this lifesaving screening.

Lung cancer screening saves lives but setting up a screening program can be complicated. In November 2020,, our Chief Medical Officer, Albert Rizzo, M.D., shared our **Lung Cancer Screening Implementation Guide** with the nationwide members of the American Hospital Association. This important resource is a pragmatic toolkit on how to design, implement and conduct a lung cancer screening program in hospitals and health systems.

Exposure to radon gas is the second leading risk factor for lung cancer. In September 2020, we launched our **new Radon Basics** course, a free one-hour interactive online learning program designed to help people understand more about the dangers of radon and the importance of testing your home for radon.

In May 2021, our annual LUNG FORCE **Turquoise Takeover** united America to raise critical awareness of lung cancer. More than 20 iconic landmarks around the country, like Niagara Falls, turned turquoise.





# 4 Defeat Lung Cancer

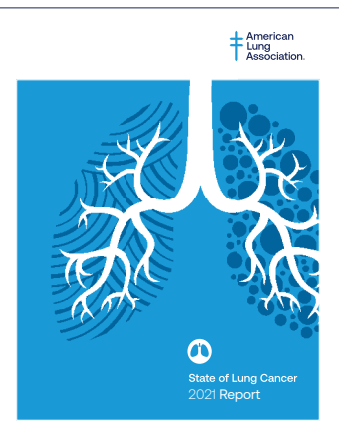
## Lung Cancer Awareness Month

With the important reminder that “Lung Cancer Doesn’t Stop for COVID-19” this video takes a lively look at the many ways we helped raise awareness about lung cancer in November 2020.



## ‘State of Lung Cancer’ Report

On November 17, we issued our 3rd annual “State of Lung Cancer Report” report. For the first time, the report examined the lung cancer burden among racial and ethnic minority groups at the national and state levels. In the first 48 hours after its release, the report generated news coverage in all 50 states, earning more than 1,200 unique news mentions totaling 426 million media impressions.



## Thank You LUNG FORCE Heroes

The support of our LUNG FORCE Heroes is a true inspiration! From LUNG FORCE Advocacy Day, to Walks and Stair Climbs, storytelling and more, their impact is priceless. In her blog, lung cancer survivor [Nancy O’Neil](#) shared the inspirational story of why she faithfully donates to the American Lung Association.



## Published Research:

A member of our Research Team, [Seyed Javad Moghaddam, M.D.](#), was published in *Carcinogenesis: Integrative Cancer Research*. The publication delved into lung cancer with KRAS mutation and how the sex of the patient may affect tumor immune response. In fact, data presented in the paper suggests that estrogen suppresses disease progression by inhibiting the immune responses that function in favor of the tumor.



# 5

## Champion Clean Air for All

Championing clean air for all is a pillar of our mission because the [quality of the air you breathe](#) has a direct effect on lung health. During the COVID-19 pandemic, this became particularly important as research showed that exposure to air pollution was linked to worsened impacts from COVID-19.



We fund research that builds our understanding of the many ways air pollutants impact our lungs. [And we advocate for stronger laws and standards to reduce harmful air pollution.](#) We work to educate the public, media and the nation’s leaders about the effect dirty air has on health and what is needed to clean it up. 2020 was the 50th anniversary of the Clean Air Act, so we made a special effort to highlight the lifesaving impact of this landmark bipartisan law.

In July 2020, we launched our [Stand Up For Clean Air](#) initiative as part of our celebration of the Clean Air Act. The initiative highlighted steps everyone can take to improve air quality and address climate change, including [taking the pledge to stand up for clean air](#) and [sharing your own clean air story.](#)

In September 2020, the Lung Association, along with American University’s Center for Environmental Policy and Center for Environmental Filmmaking, cohosted a virtual, [half-day symposium](#) to celebrate the 50th Anniversary of the Clean Air Act. It highlighted the progress made and the obstacles that remain, when it comes to ensuring healthy air for all Americans. [A recording is posted here.](#)

### Clean Air for All 50 Years of the Clean Air Act



Early 2021 saw critical victories in our fight to preserve laws that protect the air we breathe. In January the dangerous and flawed “Affordable Clean Energy” (ACE) rule was overturned. The Lung Association was the [lead plaintiff in the case](#) challenging the ACE rule. This decision was a huge win for Americans everywhere, setting the stage a stronger, more protective rule that reduces climate pollution and the public health impacts of climate change.

In February, a court decision tossed out the harmful “Censoring Science” rule we have strongly opposed. That rule would have restricted EPA’s ability to use sound health science to inform its policies. This was a huge victory for the [hundreds of health professionals and supporters like you](#) who joined us in advocating against Censoring Science.

### Protecting Your Health During Wildfires and other Natural Disasters

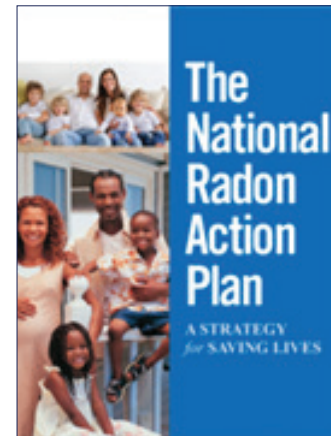
Climate Change is making extreme weather and natural disasters much more frequent and severe. Wildfires, flooding, hurricanes and other natural events can create unhealthy air, especially for people with lung disease. Because of this, we updated and added to our [resources to help you respond to unexpected events](#) that can threaten the air quality in your community and your home.

# 5

## Champion Clean Air for All

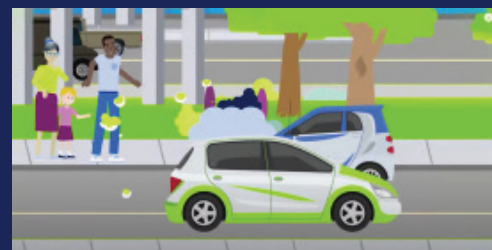
### Reducing Radon Exposure

Radon gas is a very dangerous indoor air pollutant because exposure to this colorless, odorless gas is the second leading cause of lung cancer. In 2015, the Lung Association led the development of the National Radon Action Plan (NRAP). In FY21, we released a report detailing progress NRAP partners made over the past five years. Their work contributed to saving between 1,800 to 2,000 lives annually by 2020, and work completed to date through Federal Housing Authority will save between 13,000 to 26,000 total lives over time.



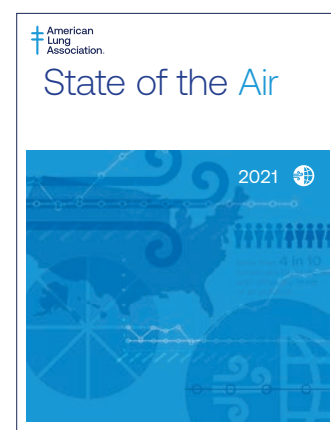
### 'Road to Clean Air'

The transportation sector is a leading contributor to both climate change and air pollution. With nearly half of Americans living with unhealthy air, and climate change making it harder to protect public health today, we released our "The Road to Clean Air" report, which highlights the potential for major public benefits through a nationwide transition to electric vehicles. See our video, "The Electric Vehicle Solution."



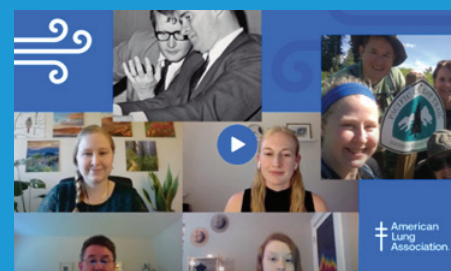
### 'State of the Air'

In April we released the 22nd annual "State of the Air" report, our air quality "report card" that tracks Americans' exposure to unhealthy levels of particle pollution and ozone. The report found that more than 4 out of 10 Americans are exposed to unhealthy air and that climate change is creating conditions that make it increasingly difficult to clean up the air we breathe. It also found that people of color are three times more likely to live in the most polluted areas than white people, putting their health at even greater risk. In just 48 hours since its release, "State of the Air" was mentioned in 1,250 news stories—reaching a potential estimated audience of more than 1.18 billion media impressions



### A Billings Family Tradition: Honoring the 50th Anniversary

As part of our celebration of the 50th anniversary of the Clean Air Act, our [Each Breath Blog](#) looked at the late Leon Billings, commonly known as the chief staff architect of the 1970 Clean Air Act, and how the Billings family has turned their family member's legacy into a family tradition.



# 6

## Improve Quality of Life for Those with Lung Disease and their Families:

Patients with lung disease, their families and caregivers face unique challenges. As their champion, it's our mission to improve the quality of their lives. We work to [help patients understand and manage their conditions](#) or make critical [treatment decisions](#). We also work to ensure they have [affordable, quality healthcare](#) and [invest in research](#) to find better ways to prevent, treat or even cure lung diseases such as asthma, COPD and COVID-19.

[Asthma](#) makes breathing difficult for millions of Americans, including 5.5 million children. This year we kicked off a three-part series of live, patient-focused asthma webcasts that featured clinical presentations as well as a patient perspective. Returning to school can be a challenge for students with asthma, especially during the pandemic. To help, we hosted a [“Back to School with Asthma in the Time of COVID-19”](#) webcast, and made a recording widely available. Other resources included our [Asthma Friendly Schools online module](#), facilitator training and program opportunities for [Kickin’ Asthma](#), [Open Airways for Schools](#) and [much more](#).



Our [Airways Clinical Research Centers \(ACRC\)](#) Network is the nation's largest not-for-profit network of clinical centers dedicated to asthma and COPD research. This network conducts large patient-focused clinical trials led by some of the best investigators nationwide to improve lung health. This year, we moved to the analysis phase in the [LEEP Trial](#), which studied whether the high blood pressure medication Losartan slows the progression of emphysema.

Throughout the year, we continued to create new and strengthen existing support resources for lung disease patients, such as our Better Breathers Network. We also expanded our online support communities on the Inspire platform, adding Chronic Cough and Freedom From Smoking groups, for a total of 11 distinct groups and more than 210,000 patients and caregivers.

Access to quality and affordable healthcare is critical to all Americans, especially lung disease patients. We closed out the year when, on June 17, the Supreme Court released its [opinion](#) on California v. Texas, the case challenging the constitutionality of the Affordable Care Act (ACA), upholding the law. The Lung Association is proud to have been part of an amicus brief [that helped make this victory possible!](#) As a result, the ACA remains the law of the land and can provide quality and affordable healthcare to millions in the U.S. and gives critical protections to all individuals, particularly those with pre-existing conditions including lung disease.



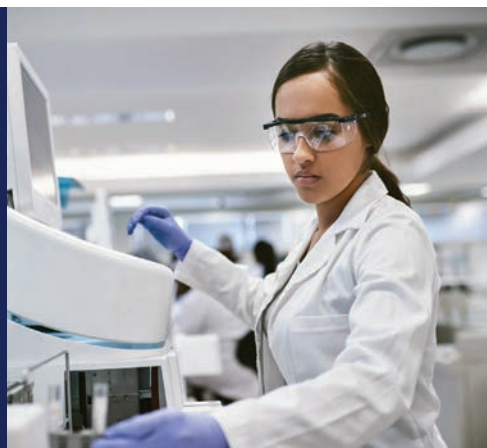
The Lung Association successfully advocated to make healthcare more affordable. The American Rescue Plan, which became law in March, resulted in millions more Americans having quality and affordable healthcare.

# 6

## Improve Quality of Life for Those with Lung Disease and their Families:

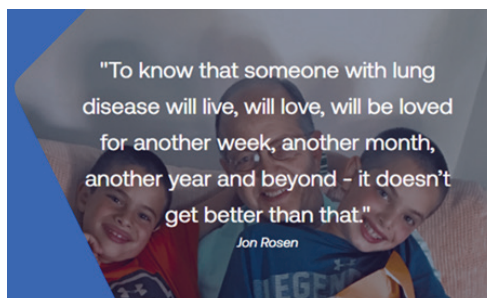
### Our Research Investment

Few things promise to improve patients' lives more than medical research. We were proud that our [research investment for 2020-21](#) totaled approximately \$11.55 million. We supported 98 nationwide research awards and grants, including the ACRC Network and 12 recipients of our brand-new COVID-19 and Respiratory Virus Research Award.



### Jon Rosen: Inspiring Service

For over 115 years, the American Lung Association has focused on driving excellence and innovation through research. As part of this year's Advancing Research report, we profiled Jon Rosen, who is serving his fourth term on our National Board of Directors, and how his father inspired his years of service.



# 7

## Create a Tobacco-Free Future

Every year in the U.S., [more than 480,000 people die from tobacco use](#) and exposure to secondhand smoke, making it the leading cause of preventable death in this country. Tragically, each day thousands of kids still pick up a tobacco product for the first time. [E-cigarettes are also tobacco](#) products and their use among our youth has become an epidemic that threatens to addict another generation to nicotine. That's why creating a tobacco-free future for America is a core part of our mission!

In September 2020, we launched our new [End Youth Vaping initiative](#), a coordinated response to address the prevalence of youth vaping. The campaign encompasses awareness, education, advocacy and research, including a public awareness campaign with the Ad Council, [“Get Your Head Out of the Cloud”](#) to equip parents with the facts about e-cigarettes and support conversations before kids start to vape. Resources can be found at [TalkAboutVaping.org](#). As of the end of FY21, the campaign garnered 1.4 billion impressions, \$15.5 million in donated media support and over 500,000 web sessions.



On September 9, 2020, the Food and Drug Administration (FDA) set a deadline of September 9, 2021, for tobacco companies to [file premarket applications](#) to keep their products on the market. This was the result of the lawsuit the Lung Association and our partners filed against FDA. We had previously sent a [set of principles](#) that we urged FDA to follow as it reviewed each application. One key tenet was to reject all applications for any flavored tobacco product, including all mint and menthol products, because kids are attracted to these flavors.

In April 2021, the Biden administration announced it would propose two rules to remove menthol cigarettes and flavored cigars from the marketplace. [Ending the sale of menthol cigarettes and most flavored cigars will save millions of lives, reduce health disparities and prevent kids from beginning tobacco addiction.](#) The action around menthol cigarettes is in reaction to a court-ordered response to a [Citizen's Petition filed in April 2013](#) by the American Lung Association and a large and diverse coalition.



# 7

## Create a Tobacco-Free Future

### Helping Veterans Quit

We are a leader in helping tobacco users quit. This year, we were proud to partner with U.S. Department of Veterans Affairs to improve the lung health of veterans, including helping vets quit smoking through pre-paid membership in our Freedom From Smoking® program, and our many other cessation resources.



### 'State of Tobacco Control' 2021

Our 19th annual "State of Tobacco Control" report focused on the importance of ending tobacco use amid the pandemic, as smoking increases the risk of more severe illness from the virus. This is especially important for populations most impacted by tobacco use, who are also facing a disproportionate burden from the pandemic. This includes communities of color, LGBTQ+ Americans and persons of lower income. To address this critical public health threat, the report continued to provide a roadmap for state and federal governments to enact proven tobacco control policies. Just 48 hours after its release, the report had earned more than 800 news mentions, reaching an estimated potential audience size of more than 377 million Americans.



### NOT for Me

Our Not On Tobacco (N-O-T)® program addresses the growing problem of youth tobacco use, including vaping, by giving all teens the resources they need to break nicotine dependency and find healthier outlets. This year, we launched "NOT for Me" a web-based program that gives students the tools to quit smoking or vaping and teaches the importance of physical activity, nutrition, enhancing their sense of self-control and more.

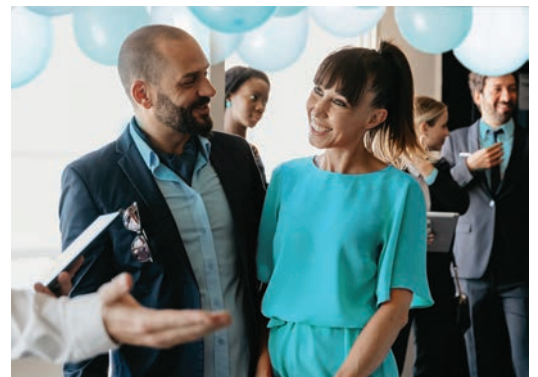
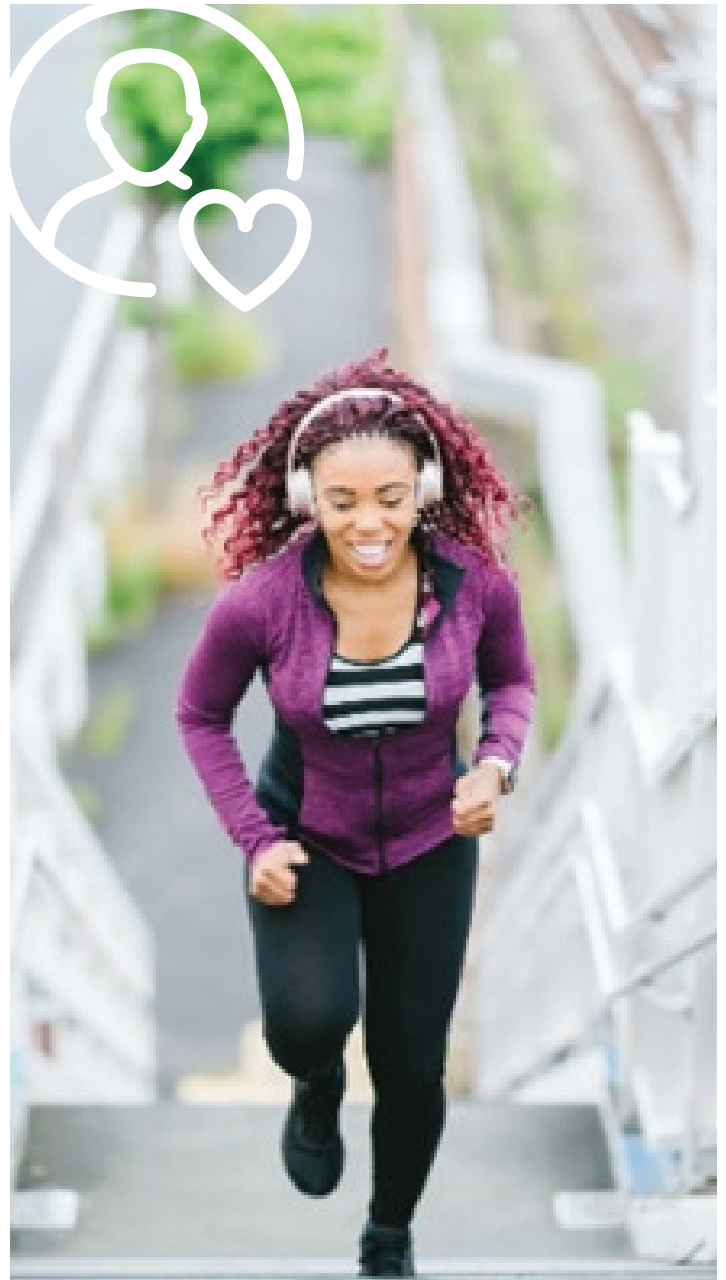


## 8 Special Events & Fundraising

Volunteers are at the heart of our organization, and we take great pride in their generosity and dedication. Each year, thousands get together and devote their precious free time to support and participate in [special events](#) that raise the much-needed funds that drive our mission. And nothing can keep these lung health champions down—not even a pandemic! In FY21, we held over 100 events, with more than 21,000 participants, raising over \$11 million.

The safety of our event participants is our top priority, so our fundraising events at the beginning of the fiscal year in July 2020 were virtual events. We are grateful to the thousands who showed their support participating in these virtual events and impressed by their creativity.

As 2021 rolled around, we launched our reimagined Fight for Air Climb events with safety being our number one priority. Climb events that had been indoors were moved outside, where social distancing and masking were also observed. In the process, we forged wonderful new partnerships with local sports stadiums and other outdoor venues! These included Detroit's Comerica Park, Coors Field in Denver, Jacksonville's TIAA Bank Field and Principal Park in Des Moines, Boston's Fenway Park and many more!





# 8

## Special Events & Fundraising

### Laura Dern's Walk to Defeat Lung Cancer

In April, we were thrilled to announce a unique chance to support lifesaving lung cancer research! [Laura Dern](#), Academy Award-winning actress and Advisor to the American Lung Association board of directors kicked off [the 2021 Nationwide LUNG FORCE Walk and Run/Walk season](#) and [hosted a virtual team of her own](#). Supporters had the option of [joining a local Walk or Run/Walk event](#) or joining Laura's virtual Walk team.



### NEW 2021 Fight For Air Climb Firefighter Calendar

Every year, thousands of firefighters from across the country participate in our Fight For Air Climb, to raise funds to support our vision of a world free of lung disease. In August we launched our inaugural 2021 Fight For Air Climb Firefighter Calendar for presale to celebrate these firefighters and our mission to save lives by improving lung health and preventing lung disease!



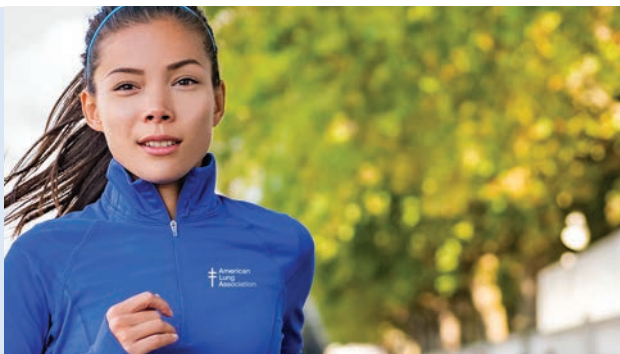
### Champions Unite to Support Lung Health

In March, we teamed up with Southern California big league baseball teams to host a first-of-its-kind benefit, [Champions Unite](#). Players from the San Diego Padres, Los Angeles Dodgers and Los Angeles Angels competed in a fun, off-field talent showdown. Although the event is based in southern California, baseball fans from across the country joined in the fun. The inaugural event raised \$355,000!



### New American Lung Association E-Store

As a part of our celebration of the one-year anniversary of our brand refresh, we launched our new American Lung Association [E-store](#), where the purchase of American Lung Association and LUNG FORCE branded clothing and other items support our mission.



# 9

## Giving Today for a Healthier Tomorrow

The COVID-19 pandemic is a stark reminder that “When You Can’t Breathe, Nothing Else Matters®.” That’s why supporting lung health through a gift to the American Lung Association is more important than ever! Every gift, large and small, says that you care about the future of lung health and want to see our vision of a world free of lung disease become a reality.

Our donors know that they can trust the American Lung Association to put their generous donations to the best possible use. Our work directly touches more than 25 million Americans each year and supports millions of Americans with our pioneering model of education, advocacy and research.



### Many Ways to Give

There are **so many ways** to give and every way will touch lives.

- Honor or in memory of a loved one.
- Donate a vehicle.
- Make a monthly gift.
- Become a corporate sponsor.
- Join our Legacy Society.
- Leave a gift in your will.



# 9

## Giving Today for a Healthier Tomorrow

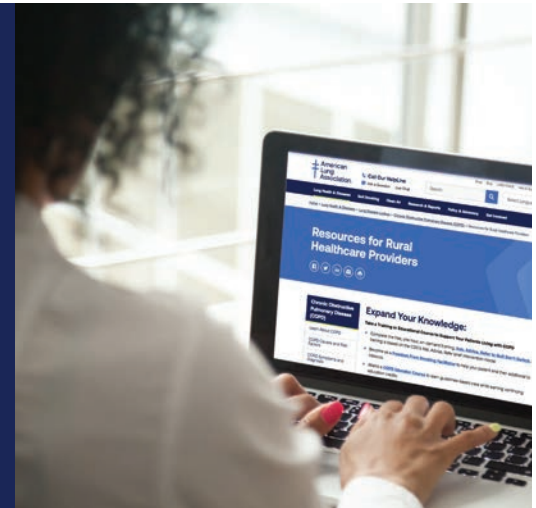
### The Promise of Research

The Lung Association funds a broad spectrum of medical research and your donation makes our entire research program possible. Research holds the promise of making diseases like COVID-19, lung cancer, asthma, COPD, pulmonary fibrosis and many others a thing of the past.



### Trusted Information and Support

Your donation helps us provide the information and support needed by lung disease patients and their caregivers. Our storehouse of educational and support resources for patients and caregivers is constantly growing and improving. Resources such as our Lung HelpLine and Tobacco Quitline (1-800-LUNGUSA) and Better Breathers Network help people learn how to protect their lungs, understand their lung disease, manage their symptoms, make treatment decisions and more.



### Making Laws to Protect Lung Health

Your generous support makes it possible for the advocacy efforts of both volunteers and staff to support and defend laws that protect our lungs. We fight for laws that shield children from deadly air pollution and tobacco products, protect quality and affordable healthcare for people with lung disease and so much more.



### A Top-Rated Charity

The American Lung Association holds the top 4-star rating from Charity Navigator, the nation's largest independent charity evaluator placing the American Lung Association among the very top of U.S. non-profits. We are also a proud holder of the Better Business Bureau Wise Giving Guide Seal, a Gold Star rating from GuideStar and membership in the National Health Council.



**Working Together to Save Lives by Improving Lung Health and Preventing Lung Disease**

The American Lung Association gratefully acknowledges the companies and foundations that have provided financial support in fiscal year 2021 for our lifesaving mission. Their support not only helps fuel our mission, but also demonstrates their trust in the American Lung Association to make a real difference in the health of Americans.

**Corporations and Foundations**



## Corporations and Foundations

(continued)



# 10 Supporters Section

## Cause Marketing Supporters



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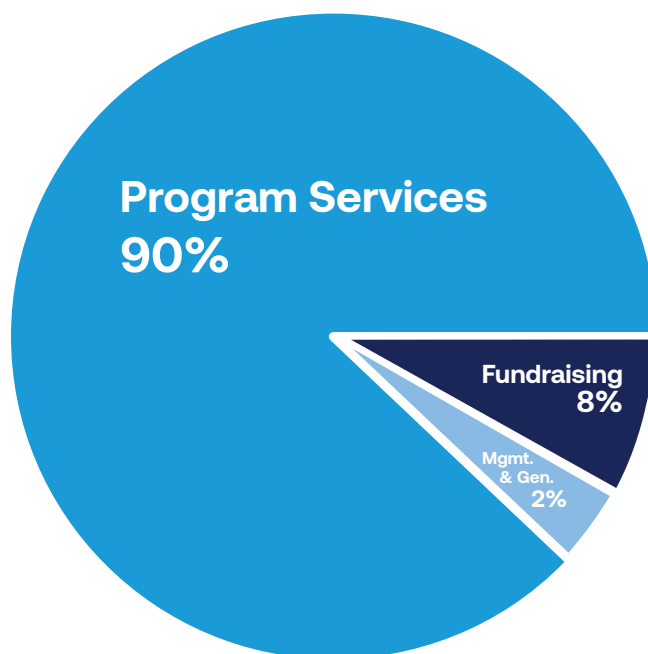
## Health Industry Council

American Lung Association Health Industry Council members are fellow champions of lung health. Meeting twice yearly, at exclusive networking opportunities among corporate leaders, they gain meaningful and relevant information on policy, research and patient education and support efforts.



Your gift to the American Lung Association makes a real difference in helping us save lives using our uniquely effective, three-pronged approach of education, advocacy, and research. The chart below illustrates the outstanding operating efficiency of the American Lung Association, with 90 cents out of every dollar going to program services nationwide.

## Where Your Money Goes



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. We also hold a 4-star rating from Charity Navigator, a Gold Star rating from GuideStar and are a member of the National Health Council.

### FY21 National Financial Documents

- [2021 Audited Financials](#)

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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When you can't breathe, nothing else matters.®