

## FY20 Annual Report



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

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

## With You When You Need Us Most

When COVID-19 gripped our nation in 2020, the American Lung Association quickly stepped up, as we had had so many times before. More than 115 years ago, our organization arose to end the threat of tuberculosis (TB)—which was then the most feared disease in the world. We continue to use our uniquely effective, three-pronged approach of advocacy, education and research to make headway reducing other threats to lung health, like widespread tobacco use, rampant air pollution and waves of deadly flu and other infectious diseases. Through it all, we've been there, when American's lungs have needed us the most.

COVID-19 is a serious lung disease, and as America's trusted champion for lung health, we recognized the urgency of the rapidly growing crisis, and took swift and bold action to reduce suffering and save American lives. In early April, with the crisis still revealing its true severity, we launched our COVID-19 Action Initiative—a \$25 million commitment to marshal our resources to end COVID-19 and stop other emerging respiratory viruses in their tracks.

As we took on this immense new challenge, we also embraced a new look, for a new era. You'll see our new brand, as you go through this report, and visit our many other assets, like our newly redesigned Lung.org website.

While COVID-19 has defined 2020, other risks to lung health didn't take a time out. We continued to lead as the youth vaping crisis turned deadly and a new term EVALI (E-cigarette, or Vaping product use-Associated Lung Injury) gave parents another reason for concern. We defended the Clean Air Act against new threats and worked to ensure and quality, affordable healthcare for those who need it the most, all the way to the Supreme Court. Our Research program continued to expand, with new COVID-19 research awards, in addition to asthma, COPD, pulmonary fibrosis and much more. And our LUNG FORCE initiative continued to unite Americans against the #1 cancer killer—lung cancer.

Of course, none of this important work is possible without your support. On behalf of our National Board, nationwide volunteers and staff, we extend our deepest thanks to you—the many individuals, families, foundations and businesses who trust us to be America's champion for lung health. We are dedicated stewards of your donations, with 89 cents out of every dollar going to fund our program services.

We often say, "When you can't breathe, nothing else matters." That's why the American Lung Association will always be there when you need us most.



A handwritten signature in blue ink that reads "Harold Wimmer".

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



A handwritten signature in blue ink that reads "Penny Schilz".

**Penny J. Schilz**  
Board Chair  
Chair, Governance Committee

## End COVID-19

When COVID-19 emerged as a nationwide pandemic, the American Lung Association was swift to act and launched the [COVID-19 Action Initiative](#). Guided by our three main pillars of education, advocacy and research, this bold initiative is committing \$25 million to end COVID-19 and defend against future respiratory viruses.



We rapidly expanded our COVID-19 research and have since built an impressive foundation of COVID-19 research, funding awards and grants for preventative research and vaccines. We funded 12 research awards for a total of \$2.4 million for the inaugural COVID-19 and Respiratory Virus research.

Knowing that America turns to us for trusted, science-based information, we created scores of educational materials to help people understand the virus, how to stay safe and what to do if you become ill. We housed it all in a comprehensive “one stop shop”—[Lung.org/covid19](#)—which we continually updated as our understanding of this new virus grew. Resources included our [COVID-19 Town Hall Series](#), [FAQ's](#), a stream of COVID-19 entries in our [Each Breath Blog](#) and much more.

Because of COVID-19, our in-person health education and support activities had to go virtual. We quickly pivoted to online classes, including for [Better Breathers Club](#), [Freedom From Smoking](#) sessions and [Asthma Educator Institute](#). Our popular fundraising events like [Fight For Air Climbs](#) also got a virtual makeover. In the span of just three weeks, our largest Advocacy effort of the year, LUNG FORCE Advocacy Day pivoted to a virtual format and was held as scheduled.

Because of our nationally-recognized expertise in lung health, we were able to effectively highlight for the public and the media the link between [air pollution exposure](#) and more severe COVID-19 outcomes and the complex racial and economic [inequities](#) that put certain population at even higher risk of severe COVID-19 impact.



### Our COVID-19 Information Hub



[Lung.org/covid19](#) is helping Americans stay informed and safe during the pandemic.

## End COVID-19

As a leading advocate for public health, we worked on multiple fronts to steer our government to put the well-being of the public and especially our critical healthcare professionals first. We [led a push by over 200 organizations](#) calling for adequate personal protective equipment (PPE), such as masks, face shields and gowns for our critical health workers.

We also advocated for much needed [healthcare coverage policies](#), such as increased Medicaid coverage and funding for states, no-cost coverage of COVID-19 tests, the elimination of surprise medical bills and more. We championed robust funding increases to support our [public health infrastructure](#) and allow for independent, science-based public health responses to allow for continued access to needed care during the pandemic.

We want to express our deepest gratitude to CVS Health and award-winning actress and longtime supporter [Laura Dern](#) for their critical support of our COVID-19 Action Initiative. Dern helped announce our [new campaign with CVS Health](#) to help end COVID-19 with an in-store and online giving campaign that launched in June 2020.



In March, one of our funded researchers, [John Schoggins, Ph.D.](#), helped discover a protein that plays a role in the immune response to COVID-19 and might lead to treatment options.

We dramatically increased our [Airways Clinical Research Centers \(ACRC\)](#) sites from 22 to more than 35 and have [expanded our ACRC Network's](#) ongoing research by looking at the impact of COVID-19 on lung disease patients in our studies.

### Thank you to our supporters.

Presenting Sponsor



Loann Crane

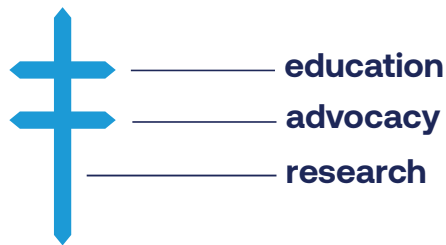


## A New Look for a New Era

What better way to celebrate the centennial of our iconic logo than to give it a fresh new look? To highlight our organization's role today in an evolving public health landscape, while still celebrating our heritage, in March 2020 we unveiled a brand refresh—reintroducing the American Lung Association as the trusted champion of lung health to another generation of Americans. This brand transition is not just about changing our color palette or logo. It's about an organizational transformation that better positions the Lung Association for the future. And while we hadn't planned on launching during a pandemic, we understood the need to move forward with this year-long preparation and launch.

### 2020 marked the 100th anniversary of the Lung Association's iconic logo.

The double-barred cross is a modification of the Cross of Lorraine, which was adopted to symbolize the crusade against tuberculosis. Today, the three bars of our refreshed logo represent the three pillars of our mission:



Cutting the ribbon on our new brand

## Some Things Continue Unchanged

### Our Vision:

A World Free of Lung Disease

### Our Mission:

To save lives by improving lung health and preventing lung disease.

### Our Tagline:

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

**“The American Lung Association has long championed the lung health of Americans. From the youth vaping epidemic, COVID-19 and lung cancer to the health threats associated with air pollution and climate change, the work of the American Lung Association has never been more critical. While our mission and vision remain the same, our new brand exemplifies how we’re evolving in order to best support American’s lung health and save more lives.”**

American Lung Association President and CEO  
**Harold Wimmer**

# A New Look for a New Era

**Accolades for New Brand** The important marketing industry magazine Ad Age included a feature story “How mission became the message in health organization’s rebranding” including a Q&A with Julia Fitzgerald, our Chief Marketing Officer, about how our new brand sharpened focus on our mission. Our brand refresh and website redesign was also a finalist in the [PR News 2020 Platinum PR Awards](#)—in a category that spans agencies, non-profits and for-profits alike.



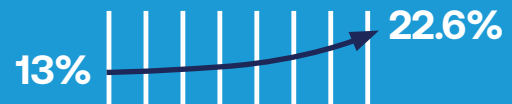
# Defeat Lung Cancer

Lung cancer is the leading cause of cancer deaths in the U.S., and despite its undeniable impact on our nation, the disease often remains in the shadows. Our LUNG FORCE initiative is making real progress in changing that. According to the 2020 Lung Health Barometer, 27% of women and men now know that lung cancer is the #1 cancer killer. And more people are surviving lung cancer than ever before. Over the past five years, the survival rate has increased by a dramatic 13% to 22.6%.

**27%** of women and men now know that lung cancer is the **#1 cancer killer**



The **survival rate has increased** by a dramatic **13% to 22.6%** over the past 5 years



This is tremendous progress, but there is more work to be done to raise awareness, increase research funding and provide education and support for patients and their caregivers. The American Lung Association continues to lead on all fronts.

**Released in November 2019 for Lung Cancer Awareness Month, our second annual “State of Lung Cancer” report showed how the toll of lung cancer varies by state and examined key indicators throughout the U.S. including: new cases, survival, early diagnosis, surgical treatment, lack of treatment and screening rates. Key takeaway: While survival rates have improved, states can still do more to protect their residents from lung cancer.**

In FY20, our “Saved By The Scan” campaign enabled over 170,000 Americans to learn if they may be at high risk for lung cancer. In November of 2019, we launched our second wave of creative for the campaign, titled “Matches.”



Campaign metrics demonstrated a **14% increase** in the willingness of former smokers to speak to their doctor about lung cancer screening and a **14% increase** among our target audience who reported being screened.





# Defeat Lung Cancer

In March, we celebrated five years of [LUNG FORCE Advocacy Day](#) through an innovative virtual event, uniting LUNG FORCE Heroes from across the nation to remotely meet with members of Congress to ask them to:

- Support \$44.7 billion for the National Institutes of Health (NIH) so there can be better early detection, treatments and cures for lung cancer; and
- Ensure that current healthcare protections, including those for patients with pre-existing conditions, will continue.

All told, we had 150 participants making 172 calls, contacting 98 Senate offices and 84 house offices. With your vital partnership, we have successfully advocated for increased lung cancer research funding at the NIH by 101.4% since the inception of LUNG FORCE in 2014!

In June, LUNG FORCE's annual [Turquoise Takeover](#) united the nation in support of all those affected by lung disease, including lung cancer and COVID-19. Landmarks across the country turned turquoise, including One World Trade Center, Dover International Speedway's Monster Monument, Bridgestone Arena (Nashville), and the TD Garden (Boston).



We funded 98 research awards in FY20, for a total investment of \$11.55 million—an increase of 33% over the previous year. Of these, the single biggest category was the 23 Lung Cancer Discovery Awards granted, showing our commitment to lung cancer. Much of the research we budget targets lung cancer, such as the recently published work of [Mohamad Abazeed, M.D., Ph.D.](#), whose Lung Cancer Discovery Award study, hopes to detail a more effective way to use radiotherapy to treat lung cancer.

## Our 2020 National Lung Health Barometer —

a nationwide lung health survey conducted in collaboration with [Cancer Treatment Centers of America®](#)—helps find answers on how to advance lung cancer awareness and support by asking Americans what they know about lung cancer. The survey revealed that only 8% of respondents know that lung cancer is the number one cancer killer of women.

[Read the eye-opening results.](#)



We funded **27** promising lung cancer research projects, including: our Lung Cancer Discovery Awards, Innovation Awards, the Priority Impact Award and the Stand Up to Cancer “Dream Team.”

**27** lung cancer research projects



## Champion Clean Air for All

Few things have a more direct effect on the health of your lungs than the [quality of the air you breathe](#). That's why championing clean air for all of us is a pillar of our mission. [Each year, we promote policies that reduce harmful air pollution](#); educate the public, media and our leaders about the effect dirty air has on our health and what is needed to clean it up; and fund research that builds our understanding of the many ways air pollutants impact our lungs. During the COVID-19 pandemic, air quality is critical, because exposure to air pollution can worsen COVID-19's impact on the lungs.

In 2020 we launched "[Stand Up For Clean Air](#)," a new initiative to empower everyone to improve air quality and address climate change, because everyone's small steps can make a big, collective difference. And we advocated for stronger protections against air pollution and climate change, especially for the many communities across the country that are still waiting for clean air.



Our 21st annual "[State of the Air](#)" report, released in April, tracks Americans' exposure to unhealthy levels of particle pollution and ozone. The report found nearly half of all Americans were exposed to unhealthy air, and that climate change is making it increasingly difficult to clean up the air we breathe. This year, we expanded the report, highlighting racial disparities in exposure to unhealthy air.

**2020 also marks the 50th anniversary of the Clean Air Act**, a landmark law that has dramatically improved air quality across the country. The Lung Association supported the creation of a new, 30-minute documentary titled "[Unbreathable: The Fight for Healthy Air](#)," which premiered at the [DC Environmental Film Festival](#) on June 18. Created in partnership with American University's Center for Environmental Filmmaking and Center for Environmental Policy, the film looks at how far the nation has come in cleaning up harmful air pollution, and the work still left to do to ensure that every community breathes healthy air.



**Air pollution can worsen COVID-19's impact on the lungs.**



## Champion Clean Air for All

We were lead plaintiff in the case [American Lung Association v EPA](#) challenging the Affordable Clean Energy (ACE) rule, which replaced 2015's [Clean Power Plan](#), the first federal policy to reduce harmful carbon pollution from power plants. This legal battle was crucial because ACE would allow power plants to emit more climate change-causing pollution, increasing the risks from a warming planet, such as increased air pollution, extreme storms, wildfires, droughts, broadened disease spread and more.



**Why does the Lung Association care about climate change?** Because millions of people face greater health risks from the impacts of climate change, especially people with lung and heart disease. [Learn more](#) about who is at risk and what we can do.

**We've led robust advocacy to defend clean air rules on all fronts—power plants, cars, ambient air quality standards and more.**

[Learn how you can help.](#)



**Both indoor and outdoor air can be unhealthy. Read our [10 simple tips](#) for protecting you and your family from the dangers of air pollution.**



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

Facing lung disease poses unique challenges to patients and their families and improving the quality of their lives is a core part of our mission. This work takes many forms, such as [helping patients understand and manage their conditions](#) or make critical [treatment decisions](#). It also includes ensuring that they have [affordable, quality healthcare](#) and [investing in research](#) to find better ways to prevent, treat or even cure lung diseases like asthma, COPD and now COVID-19.

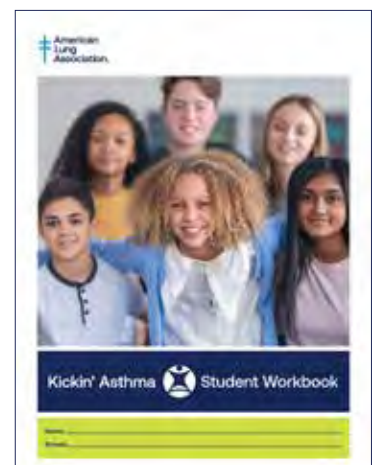


For decades, our **Better Breathers Clubs** have provided support and learning opportunities for people with chronic lung diseases like COPD and pulmonary fibrosis. With in-person meeting ill-advised during the pandemic, we launched our **Better Breathers Network** in a virtual format.

We continued to promote vaccinations as an important way to protect your lung health. For example, our [MyShot campaign](#), a collaboration with Sanofi Pasteur, stresses the importance of flu vaccination for people 50 years of age and older who more often have one or more chronic health conditions.



**Asthma makes breathing difficult for millions of Americans, including 5.5 million children.** This year, we launched [Kickin' Asthma](#), an asthma management program for kids ages 11-16 that educates and empowers them through a fun and interactive approach to asthma self-management. Kickin' Asthma adds even more to our robust portfolio of asthma tools and resources, like [Asthma Basics](#), [Open Airways for Schools](#), [Asthma Action Plan](#) and more.



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



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 completed recruitment for the [LEEP Trial](#)—the first ACRC COPD trial—which is studying whether the high blood pressure medication Losartan slows the progression of emphysema. We also quickly responded to the pandemic by adding a COVID-19 study to patients already in this trial, allowing us to track the impact of the pandemic on a well characterized population of COPD patients.

Living with and getting treatment for lung disease is costly, which makes healthcare coverage all the more important. This year, our Advocacy team worked nationally and locally to protect that healthcare, including defending the Affordable Care Act by engaging in the [California v Texas](#) case, leading the effort to protect Medicaid coverage, protecting coverage for people with preexisting conditions, and ensure everyone has access to quality and affordable healthcare, especially during the pandemic. We also advocated for increased funding for lung health at the Centers for Disease Control and Prevention.

Work got underway in our historic “[The American Lung Association Lung Health Cohort](#),” a **\$24.8 million grant** to study millennials’ lung health over an extended period of time, with the hopes of impacting how we address and prevent lung disease.



If healthcare coverage excluded people with preexisting conditions, millions of Americans with lung disease would lose coverage. The Lung Association has been a leader this year in protecting them.

**preexisting conditions = loss of coverage for millions**



Along with our Better Breathers Network, we also support nine **online support communities** like “[Living With Pulmonary Fibrosis](#)” through [inspire.com](#).



## Create a Tobacco-Free Future

Tobacco use is the [leading cause of preventable illness and death](#) in the U.S. E-cigarettes are tobacco products and youth vaping has become an epidemic that threatens to addict another generation to nicotine. That's why the American Lung Association has doubled down on efforts to create a tobacco-free future for America.

Early in FY20, a wave of serious lung injury and deaths from e-cigarette use, called [EVALI](#) (e-cigarette or vaping use-associated lung injury), was sweeping the country. This new health threat from vaping, combined with the [proliferation of fruit and candy flavored e-cigarettes](#) that were attracting youth at alarming numbers warranted a December 2019 summit at the White House. Lung Association President and CEO Harold Wimmer participated, along with other public health leaders. Unfortunately, [the Administration permitted](#) menthol and mint flavored cartridges and the thousands of flavors of e-cigarettes mixed and sold in vape shops and did not protect the health of our nation's youth. Our objection to this plan drew immediate attention from major media such as the [USA Today](#) and [ABC News](#).



In schools and communities across the country, our programs like [Not-On-Tobacco](#), [The Vape Talk](#) and the newly launched [INDEPTH](#) program helped stem the youth vaping epidemic. As more and more students were being disciplined or suspended for vaping at school, our innovative INDEPTH program offered schools an alternative that helped them address the teen vaping problem in a more supportive way.



In FY20, we also laid the groundwork for our major [End the Youth Vaping Epidemic initiative](#). This initiative aims to end the youth vaping epidemic with an integrated, multi-component approach to support parents, schools and students. Components include [“Get Your Head Out of the Cloud,”](#) a youth vaping awareness campaign from the American Lung Association and the Ad Council; medical research on the health effects of vaping; our new [Vape-Free Schools Initiative](#) to help school educators navigate youth vaping; a targeted advocacy plan to impact tobacco policies and more.

# 7

## Create a Tobacco-Free Future

**Our tobacco advocacy paid off** with steady progress throughout the year. In February, [the U.S. House of Representatives passed legislation](#) that would remove all flavored tobacco products, including menthol cigarettes, from the marketplace. In response to our legal actions, FDA was ordered to issue its rule on [cigarette graphic warning labels](#) and finally set a deadline for e-cigarette manufacturers to file Premarket Tobacco Product Applications so FDA can determine whether products are appropriate for the protection of the public health. Massachusetts became the first state in the nation to prohibit flavored tobacco products.

We are a leader in [helping smokers quit](#) and ensuring coverage without barriers for smoking cessation treatment is a key strategy. Medicaid recipients use tobacco at a higher rate than the national average, so ensuring state Medicaid benefits cover cessation is critical. The Lung Association [tracks Medicaid coverage](#) of tobacco cessation treatments in all 50 states and Washington, D.C. In February 2020, the CDC published an [article in the Morbidity and Mortality Weekly Report](#) that we authored, using 10 years of that data. This provided state Medicaid offices with an authoritative tool on how to improve the health of their enrollees.



**“It made me realize how much I don’t need these products to feel okay.”**

Feedback from a student who completed [INDEPTH](#).



Our 2020 **“State of Tobacco Control”** report found that stronger tobacco control policies, including on e-cigarettes, are needed across the country.



**On December 16, 2019 Congress passed a bipartisan bill raising the legal age for sale of tobacco products, across the country, to 21, something the Lung Association advocated for intensely.**

We take great pride in the fact that every year, thousands of participants get together and devote their precious free time to support special events that raise the much-needed funds that support our mission. Many of them come back year after year, making them true lung health champions! But COVID-19 divided FY20 into two very different halves—pre-COVID-19 and post-COVID—raising the question, how do you hold events during a quarantine?

The safety and health of our participants, volunteers and staff is our number one priority, so in March 2020 we pivoted all in-person events to virtual. This gave our thousands of participants in Stair Climbs, LUNG FORCE Walks, Treks and our social events a way to support our work in the active way they were used to. And, since COVID-19 is a lung disease, what could be more important than supporting the Lung Association?



**Our Fight For Air Climbs**, which normally involved climbing stairs in tall buildings, turned into at-home or outdoor events, that were promoted and celebrated in social media, helping to keep the team spirit alive. **This video shows the creative ways** stair-steppers joined in.

We also promoted **DIY opportunities** that helped our supporters create fun and innovative fundraisers of their own.

Looking to 2021—we've made plans to move events like our Fight For Air Climbs outdoors. As we face this pandemic together, support for the American Lung Association's lifesaving mission, and especially our COVID-19 Action Initiative, is more important than ever. We thank all our dedicated event participants and volunteers for continuing to be there to lend a hand—and often feet!





**We want to thank Aprilaire**—provider of indoor air quality solutions—for stepping up to the challenge as a **FY20 National Sponsor** for our signature event, the **Fight For Air Climb** and **Partner for Healthy Air**. When this partnership was announced on January 8—National Take the Stairs Day—Aprilaire President Dale Philippi said, “We believe everyone deserves to breathe healthy air. Our mission is to enhance everyone’s health by improving the air in their homes. We are proud to partner with an organization whose mission aligns so closely with our own.”



## Fight For Air RIDE Cycle For Air



Celebrity Golf Tournament

## yoga POWER

American Lung Association.

American Lung Association.

## 8K & Virtual Half Marathon

Delaware

## Champions Unite

## Trek Across Maine Cycle For Air

SINCE 1985

## Giving for a Healthy Tomorrow

In this COVID-19 pandemic, supporting lung health through a gift to the American Lung Association is more important than ever! Our generous donors understand that giving to the Lung Association today delivers a healthier tomorrow. 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.

One way to make a gift that will have a lasting impact for years to come is by joining our [Legacy Society](#) and making a gift to the Lung Association [in your will](#). Your loved ones, and future generations will thank you and know you cared.

There are [so many ways to give](#). You can make a gift [in honor or memory of a loved one](#), become a [monthly donor](#), [donate a car](#), become a [corporate partner](#) and so much more. Your donations help make a difference for millions of Americans affected by lung disease.



### Your donation helps in so many ways:

- **Research:** The Lung Association funds a [broad spectrum of medical and scientific research](#) that advances the knowledge of the entire medical community, increasing the likelihood of discoveries that will mean more lives saved. Research holds the promise of making diseases like COVID-19, lung cancer, asthma, COPD, pulmonary fibrosis and many others a thing of the past.
- **Education and Support:** The Lung Association has an incredible and ever-growing storehouse of [educational and support resources for patients and caregivers](#). Resources like our Lung HelpLine (1-800-LUNGUSA) and Better Breathers Clubs help people across the country learn how to protect their lungs, understand their lung disease, manage their symptoms, make treatment decisions and much more. Your donation helps us provide the information and support needed by lung disease patients and their caregivers.
- **Advocacy:** Your generous support makes it possible for the [advocacy efforts of both volunteers and staff](#), to support and defend laws that protect our children from deadly air pollution and tobacco products, protect quality and affordable healthcare for people with lung disease and so much more.



You can trust that the Lung Association will put your gift to the best possible use. In fact, we're proud that at the very start of fiscal year 2020, the American Lung Association was awarded the coveted [4-star rating from Charity Navigator](#), the nation's largest independent charity evaluator. The 4-star designation is the highest rating given by the influential Charity Navigator and places the American Lung Association [among the very top of U.S. non-profits](#). We hope that this strong validation gives you confidence in our ability to fight lung disease with reliable stewardship of your financial support.

## Looking Forward to **Healthier Times**

During this most challenging time of the COVID-19 pandemic, it's important to look forward, with the faith that safer, healthier times lie ahead. At the American Lung Association, our mission is all about that hope. We've done it before, as we helped America face down tuberculosis and protected America's lungs from tobacco, air pollution and more.

**Together, we'll do it again.**

Our mission to save lives by improving lung health and preventing lung disease is more important than ever. With COVID-19 we're reminded again that "When you can't breathe, nothing else matters." Working together, through research, education and advocacy we will get through to healthier times. With your support, the American Lung Association, will always be there when you need us the most.



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



## 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 2020 for our lifesaving mission through their financial support in fiscal year 2020. 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)



## Cause Marketing Supporters



\*PayPal and the PayPal logo are trademarks of PayPal Inc.

\*eBay and the eBay logo are trademarks of eBay Inc.

## Health Industry Council

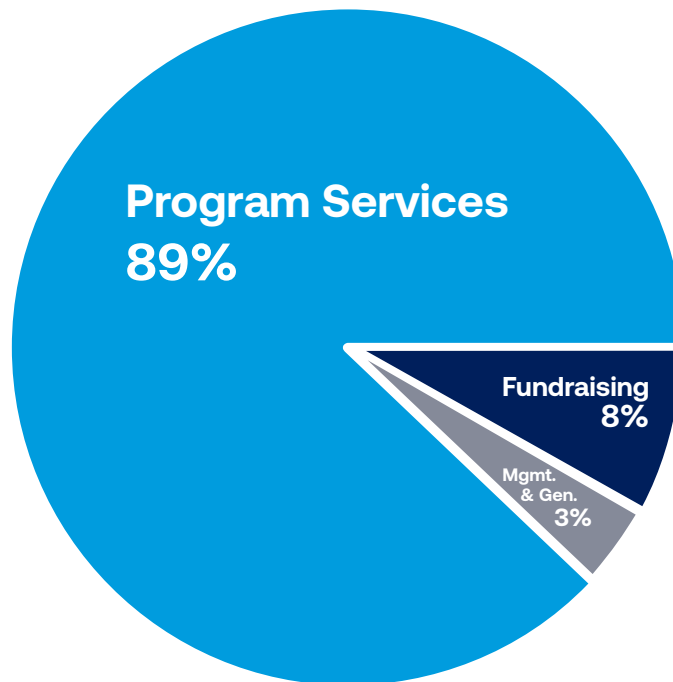
Fellow champions of lung health, American Lung Association Health Industry Council members gain meaningful and relevant information on policy, research and patient education and support efforts at twice yearly meetings that also serve as exclusive networking opportunities among corporate leaders.



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: research, education/programs and advocacy. 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 89 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.

### FY20 National Financial Documents

- [FY20 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.

## National Board of Directors | July 2019—June 2020

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