

TLA coordinated radon awareness campaigns and disseminated educational materials and free test kits to members of the public. Radon gas exposure is the leading cause of lung cancer second to tobacco smoke

TLA participated in several coalitions of health organizations working together to advance healthy public policy for lung disease prevention, education and management, and health , such as the Campaign for Smoke-Free Alberta, the Clean Air Strategic Alliance, and Alberta Breathes.

Research, Awards & Collaboration

TLA funded vital medical research to advance prevention, early diagnosis, treatments and ultimately a cure - for lung diseases. Our **Research Program** enabled health researchers and PhD students to study respiratory illnesses and develop innovative treatments for the benefit of thousands of people suffering from lung disorders today and in the future. In 2011, 14 researchers were awarded grants.

The **Thoracic Network of Alberta & NWT (TNANT)**, a vibrant community of physicians, researchers and health professionals, worked diligently on lung related projects that impact the diagnosis and treatment of lung disease. TLA coordinated educational workshops such as the Alberta Sleep Forum and the Alberta Respiratory Disease Symposium, providing opportunities to share vital information, practices and expertise as we work together to address common issues in the fight against lung disease. On March 2, 2012 TLA hosted the **Lorraine Awards** gala in recognition of the outstanding contributions and significant achievements of champions who have improved the quality of life for sufferers of lung disease. As physicians, scientists, health professionals, community leaders, and volunteers, their work provides hope to millions; their determination moves the cause relentlessly forward; and their passion for helping others brings us ever closer to successful cures and healthier lives.

Statement of Operations

For the year ending Sept 30, 2012

REVENUE	2011-12	2010-11
Direct Mail Campaigns		
Christmas Seals	624,673	664,432
Lung Research	250,497	310,198
ArtWorks	136,818	151,991
Sweepstakes	115,575	158,744
Other Campaigns		
Community Fundraising	170,227	133,043
Bequests	119,082	284,785
Memorials	118,241	113,763
Monthly Giving	88,880	98,319
Other Donation Income	17,106	13,143
Door to Door	4,490	1,229
Other Income		
Event Sponsorship	115,698	65,892
Foundation Revenue	59,595	69,468
Other Revenue	38,922	50,828
Third Party Events		1,428
Grant Revenue	561,813	672,992
Gaming Revenue	552,195	589,499
Endowment Revenue	150,000	
Total Revenue	<u>3,123,812</u>	<u>3,379,754</u>
EXPENSES		
Fundraising	1,059,437	1,151,707
Health Initiatives	1,269,023	1,131,326
Grants	404,024	268,140
Administration	297,020	439,300
National Initiatives	187,609	187,609
Amortization	4,765	15,430
Total Expenses	<u>3,221,878</u>	<u>3,193,512</u>
Surplus (Deficit)	(98,066)	186,242

Extracted from 2011-12 audited statements

Full copies are available on request.

ANNUAL REPORT

2011-2012



Message from the Chair

Kate Hurlburt

The past six years of my involvement with the Board of Directors for The Lung Association AB & NWT (“TLA”) has seen so much growth and positive changes. I am honored to have been part of this exciting time and look forward a wonderful future for the organization.

One the prime highlights of the past year has been the amalgamation of our health professionals into one coherent body, the Thoracic Network of Alberta and Northwest Territories (“TNANT”). Formerly divided into the Medical & Scientific Section (“M&SS”) and Respiratory Health Care Professionals (“RHCP”) these hard working groups have combined their resources for better advocacy, policy development and knowledge sharing and as such have created a level of synergistic energy that will move mountains in the future. My sincerest congratulations to the leaders and members of both M&SS and RHCP who set aside their own agendas to work wholeheartedly for the common good.

Another excellent example of working towards the common good was a dedicated effort by The Lung Association to generate public response in a campaign to encourage government funding for Continuous Positive Airway Pressure (“CPAP”) equipment and supplies for low income seniors. The Alberta government announced their new CPAP subsidy program in July.

Throughout the year the organization continued its work in communities across Alberta and Northwest Territories through youth programs, workplace tobacco cessation programs and a very successful pilot project, Swap to Stop, at local rodeo events.

I want to thank all of my colleagues on the Board, as well as the dedicated staff of TLA, for their efforts and foresight in keeping our organization at the front of the fight for lung health and clean air for everyone.

Message from the CEO

Leigh Allard

The Lung Association AB & NWT has a long history of moving from strength to strength by recruiting and relying on the best and most dedicated people. Never has this been more in evidence than in 2011-2012.

Our recent successes, which are listed throughout this report, are due in most part to the outstanding leadership provided to us by our Board of Directors: Kate Hurlburt, our hardworking and dedicated chair; long-term members Dick Shuhany, Anne Marie Downey, Paul Barrett, Brent Winston, Tom Watts, Chuck Meagher and Cathy Good and our TNANT members, Julie Gaalaas, Drs. David Proud and Harissios Vliagoftis who all bring extensive knowledge and stability, and newcomers Evangeline Berube, Kimberly Ziprick, Stefan Scott and Lee Elliott who bring fresh insight and perspective that keeps the Board focused on the future. There is not room or words enough to list the remarkable contributions of these amazing individuals.

My appreciation and thanks also goes to the wonderful group of people I get to work with every day. Each and every one of the staff of TLA goes above and beyond, dedicating their time to ensure our mandate is upheld and our clients, partners and supporters are served to the best of our ability.

Of course, our mission has no meaning without those we serve. Our clients, whether seeking a sympathetic ear and health advice over the phone, to committing to work with us long-term to overcome a tobacco addiction, rely on us and reward us by making positive changes in their lives. Our partners across AB and NWT who work with us in advocacy, education and research openly provide their specific expertise and share with us the joys of participating in meaningful policy change.

Most importantly, our supporters! The strength of each of our supporters individually and collectively is what allows all of us to do what we do.

There could be no change without resources and we are so entirely grateful to every person who recognizes this and helps us fulfill our mission.

It is said that it takes a village to raise a child. I believe it takes a nation to ensure that child has a long and healthy life. Thank you being part of our lung health nation.

2011-12 Health Highlights

Health Initiatives Department

At this time of year we reflect on the events of the past year, celebrate our successes and plan for the year that is just around the corner. We are thankful for the support we have in our members, volunteers, clients, and the broader community. The Lung Association has much to celebrate.

Community Support

TLA staff and volunteers delivered education and awareness based presentations in communities throughout the province. Community resources were provided to over 10,000 individuals this year on lung diseases, and lung health issues such as tobacco or clean air initiatives.

TLA offered assistance to people living with COPD through our **Breathworks** program, offering practical information and support for people with COPD, their families and caregivers.

Our **Second Breath Lung Transplant Assistance Program** provided educational tools, support and financial assistance to individuals undergoing lung transplant at the University of Alberta Hospital.

Lotsa Helping Hands, an online tool, organized friends and family to help loved ones by pitching in with meals, rides and other daily needs or tasks necessary for life to run smoothly during a crisis or acute illness.

Every day, thousands of people struggle to breathe; many of those because of the harmful effects of tobacco. Through the combined efforts of our youth tobacco prevention program **Building Leadership for Action in Schools Today (“BLAST”)**, our **Smart Steps...towards a smoke-free life™** workplace tobacco cessation program, and the **Rodeo Swap to Stop** pilot initiative, we were proud to assist over 5000 current tobacco users in their journey to quit, and reach over 4000 youth at risk of tobacco addiction as we worked to reduce incidence of chronic lung disease in Alberta and the Northwest Territories. By supporting individuals who struggle with tobacco addiction, we helped save lives... now and in the future.

Public Awareness & Advocacy

EnviroBLAST, our air-quality, health and science program for junior high students, began with an exciting workshop at Grant MacEwan University where students had the unique opportunity to experience environmental and health education in a state of the art university environment. Students developed projects to engage their schools and communities on issues of air quality and health and were awarded prizes in a celebration on Clean Air Day. Also on Clean Air Day, TLA launched a public service announcement (PSA) featuring Mike Holmes titled: “Don't Mess With Asbestos”.

On World Spirometry Day, TLA staff and volunteers met with Members of the Legislative Assembly to raise awareness of the burden of chronic lung disease through a spirometry demonstration (a simple breathing test). They discussed the need for a province-wide coordinated system for early detection and management of chronic lung disease.