

JOIN US IN THE FIGHT FOR AIR.



AMERICAN
LUNG
ASSOCIATION®
IN CALIFORNIA

Our Mission { The mission of the American Lung Association is to save lives by improving lung health and preventing lung disease.

OUR CREED

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

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

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

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

Until then, we are fighting for air.

Healthy air means healthy lungs.



Join Us in the Fight for Air

| | |
|-------------------------------|----|
| The Lung Health Crisis | 2 |
| Our Legacy | 3 |
| Outdoor Air Quality | 4 |
| Indoor Air Quality | 5 |
| Lung Disease | 6 |
| Asthma | 7 |
| Tobacco Control | 8 |
| Our Events | 9 |
| How to Give | 10 |
| Where Your Donations Go | 12 |
| Offices | 13 |

 **AMERICAN LUNG ASSOCIATION®**
IN CALIFORNIA

1-800-LUNG-USA | californialung.org

The Lung Health Crisis

- FACT:** Californians breathe the worst air in the nation, with 90 percent of us living in areas with unhealthy air.
- FACT:** Youth smoking has increased for the first time in a decade. Every year, more than 36,000 California kids will start smoking. Preventing youth smoking saves lives, since 90 percent of smokers began smoking by the age of 18.
- FACT:** Lung disease is responsible for one in seven deaths in the U.S.
- FACT:** Lung cancer is the leading cause of cancer deaths in the U.S. for both men and women — more than breast, colorectal prostate and pancreatic cancers combined.
- FACT:** Chronic Obstructive Pulmonary Disease (COPD) is the fourth leading cause of death in the U.S., but most people don't even know they have it.
- FACT:** Asthma is the number one chronic disease of children. Nearly five million Californians have asthma, including nearly one million children.

These are the facts. The crisis is real.
The crisis is in your community.

This is why we are fighting
for air. JOIN US.



Our Legacy { Champions for the Air We Breathe

For more than 100 years, the American Lung Association has fought some of our country's greatest health threats. In 1904, the fight was with tuberculosis, but over the years our focus expanded to prevent or cure all lung diseases, eliminate smoking through tobacco control advocacy, and address environmental health issues.

Today, the focus is on healthy air for healthy lungs.



INDOOR AIR QUALITY

- Asthma triggers in the home
- Smoke-free workplaces
- Air quality in schools

TOBACCO CONTROL

- Smoking cessation
- Secondhand smoke exposure
- Tobacco & youth

RESEARCH • EDUCATION • ADVOCACY

OUTDOOR AIR QUALITY

- Air pollution
- Transportation emissions
- Fires and other disasters

LUNG DISEASE

- Lung cancer
- Asthma
- COPD

Outdoor Air Quality { 125 million Americans live in areas with dangerous air pollution.

With our annual State of the Air report, the American Lung Association rates outdoor air quality in the U.S. Many areas in California receive failing grades year after year, especially in low-income and underserved communities.

Healthy air for everyone, inside and out, is our goal.

Because We Share the Air

Through our Health Network for Clean Air, we bring health and medical organizations together with environmental partners concerned about air pollution and its harmful effect on health. With our leadership, the Network has become a strong voice in conversation with the California Air Resources Board, the state agency responsible for regulating air quality, and with local air districts statewide.

Cutting Exhaust and Emissions

Despite strong opposition from the construction and trucking industries, the American Lung Association in California helped secure new regulations that will result in a 75 percent reduction in health-damaging diesel soot from off-road diesel engines and an 80 percent reduction in diesel soot from on-road truck and bus engines by 2020.

The American Lung Association in California successfully fought for landmark legislation (AB 32) that set the nation's first statewide cap on global warming pollution. Calling for a 25 percent cut in greenhouse gas emissions by 2020, the law requires the development of regulations to implement these emissions reductions and establishes a tracking system to monitor progress.

Visit www.californialung.org to volunteer and become an e-advocate.

Indoor Air Quality { Over the last 40 years, exposure to indoor air pollutants has increased significantly.

Today's homes, schools and office buildings are more tightly sealed and don't provide proper ventilation, and building materials often contain more chemicals, such as formaldehyde, than in decades past. Children and others who suffer from asthma and allergies are also impacted by dust mites, gases and other irritants.

Watchdogs and Whistle-blowers

Thanks to legislation (AB 2276) passed in 2006 and sponsored by the American Lung Association in California, Californians are now protected from so-called indoor "air purifiers" that actually pollute the air. The law limits harmful ozone emissions and bans the worst offenders.

Leading the Nation

As a key player in securing smoke-free workplaces, bars and restaurants in California through the passage of AB 13, the American Lung Association in California has contributed to every significant public health victory locally and statewide. This work helped launch a nationwide – and now worldwide – effort to protect people from the deadly effects of secondhand smoke.

Lung Disease { Lung disease costs the U.S. \$95 billion annually in direct health care costs.

Arm Yourself with Knowledge to Fight Lung Cancer

If you or a loved one has been diagnosed with lung cancer, you may be overwhelmed by treatment options, possible side effects, and related issues. The American Lung Association helps you make informed decisions about your care and treatment, weighs the pros and cons of your treatment options and provides questions to ask your doctor. For more information visit us online at www.californialung.org or call the Lung Helpline at 1-800-LUNG USA.

Helping COPD Patients Breathe Easier

Chronic Obstructive Pulmonary Disease, or COPD, affects more than 1.6 million Californians. Because COPD comes on slowly, people often ignore the symptoms and don't seek medical treatment until the lungs have become severely damaged. More than 100 of our Better Breathers Clubs meet regularly statewide to give people struggling with COPD the tools they need to live the best possible quality of life.

Flu Awareness and Prevention

The American Lung Association in California works to keep people from getting influenza, or the flu as it is commonly called, by raising awareness about prevention. Our online Flu Clinic Locator helps you find flu shot clinics in your neighborhood simply by entering your zip code.

Visit www.flucliniclocator.org.

Asthma { Asthma is a leading cause of missed school days, but studies show children can learn to control symptoms and avoid serious episodes.

Nearly one million children in California have asthma. As this disease has become an epidemic for our children, it is vital for schools to provide an environment where they can thrive.

Programs for Schools and Kids

The American Lung Association in California's Air Quality FLAG Program educates schools about air quality and provides warnings to students, parents, and school personnel when air quality is bad through the use of color-coded flags.

Our summer asthma camps help children with asthma learn how to better control the disease while enjoying a fun camp experience. We offer both day and residential camps where children can participate in activities like hiking, swimming, and arts and crafts in a supportive environment.

Funding Critical Research

Our highly focused research program is the only one in the country dedicated entirely to lung disease research. Specialized research components like the Asthma Clinical Research Center Network and Young Investigators—a grant program for young researchers entering the field of pulmonary disease research—are making strides toward understanding and combating lung disease in all its forms.

The American Lung Association in California also advocates for increased and sustained funding for lung disease research in our state, and funds vital research administered by the American Lung Association nationwide.

Tobacco Control

Tobacco use is the number one preventable cause of death and disease in California.

Despite significant gains in the last 20 years, four million Californians still smoke, and smoking kills nearly 40,000 people every year. Every day, the tobacco industry targets our young people with multi-million-dollar advertising campaigns that glamorize smoking, and more than 36,000 kids start smoking every year in California.

Freedom from Smoking

The American Lung Association was the first to create a smoking cessation program. To help smokers overpower their cravings, the American Lung Association's Freedom From Smoking® is offered in communities across the state. The seven-week course helps you understand when and why you smoke so you can change your behavior. Freedom From Smoking® and the Freedom From Smoking® Online program are both augmented by support groups.

Stopping Secondhand Smoke

To help protect people from secondhand smoke outdoors, the American Lung Association in California has helped pass local and state laws that reduce this toxic exposure in entryways to public buildings, at beaches, parks and playgrounds. The American Lung Association in California scored an important victory for children's health in 2007 when it secured legislation prohibiting adults from smoking in cars when minors are present.



Our Events

{ YOU CAN MAKE A DIFFERENCE:
Join • Participate • Recruit • Sponsor

Fight for Air Climbs

Our stairclimb events, taking place around the state in prominent skyscrapers, are our unique take on competitive health-oriented fundraising. Great for individuals and teams, these challenging events will have even the seasoned athlete ready to conquer lung disease one step at a time.

Fighting for Air Walks

Fighting for Air Walks are 5K Walks/Fun Runs suitable for people of all ages who want to improve life, one breath at a time. Taking place in regions throughout the state, these major events raise funds and awareness with the support of local champions and partners.

Special Events

For more information on events and how to get involved, visit www.californialung.org.

How to Give {

Our work is possible only through public donations. Make a gift today; your support will help all Americans breathe easier.

Since 1904, the American Lung Association has worked to fight lung disease by helping people quit smoking, funding research, improving indoor and outdoor air quality, and educating millions about asthma.

Annual and Ongoing Donations

Your ongoing support of the important work of the American Lung Association in California makes a critical difference each and every year. Contact your local office to make your gift now.

Matching Gifts

Matching gifts are a great way to stretch your donation. Many companies and foundations support their employees who have generously donated to nonprofit groups like the American Lung Association in California by matching the employee's contribution. The program can double and even triple your personal donation. Ask your employer to get involved.

Memorial/Tribute/Expressive Gifts

Consider making a tax-deductible donation to your local American Lung Association office when it's time to express sympathy, get well wishes, thanks or congratulations.

Vehicle Donation Program

Turn your old car into a tax deduction and fight lung disease at the same time. Just donate your old car, motorcycle or boat in any condition, to the American Lung Association. Proceeds benefit programs and services right in your community. We even pick the car up!

You may speak with a vehicle donation specialist at the American Lung Association by calling 1-800-LUNG-USA (1-800-586-4872) and selecting option #3.

Planned Giving

Emily Bissell, one of our founding leaders, said, "Though we take things as we find them, we can always leave them better." Including the American Lung Association in your estate plans is a legacy that will leave things better for future generations. There are numerous charitable gift options, from a simple bequest to planned giving strategies that offer tax benefits, as well as the security of receiving a fixed annuity.

Christmas Seals®

Since 1907, the American Lung Association's crucial mission has been supported largely by Christmas Seals®. Each year, millions observe the tradition of sealing holiday cards and packages with that year's special seal, their donations supporting the fight for air.



For more information visit www.christmasseals.org.

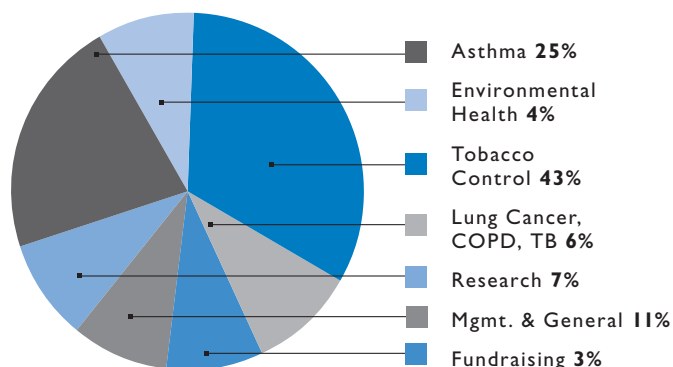
Where Your Donations Go

The American Lung Association in California is fighting for air. We are fighting for every patient with lung disease to have the care they need. We are fighting to end every bad ozone day. We are fighting to help smokers quit and to keep tobacco out of the hands of those who should never start smoking.

American Lung Association in California 2010

Investment in program areas = 86 percent of our annual average allocation

| | |
|-----------------------|---------------------|
| Asthma | \$ 3,947,473 |
| Environmental Health | \$ 629,429 |
| Tobacco Control | \$ 6,648,480 |
| Lung Cancer, COPD, TB | \$ 995,775 |
| Research | \$ 1,110,038 |
| Total | \$13,331,195 |



Administration and development = 14 percent of our annual average allocation

| | |
|-----------------|---------------------|
| Mgmt. & General | \$ 1,629,211 |
| Fundraising | \$ 477,011 |
| Total | \$ 2,171,222 |

In the coming years, we will continue to support programs and initiatives that align with our mission to save lives by improving lung health and preventing lung disease.



In 2010, the American Lung Association in California

received a four-star rating from Charity Navigator, America's largest and most-utilized independent evaluator of charities.



American Lung Association in California Offices

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Chico Office

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Chico, CA 95973
530-345-5864 FX 530-345-6035

Fresno Office

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Fresno, CA 93705
559-222-4800 FX 559-221-2081

Greater Bay Area Office

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Emeryville, CA 94608
510-893-5474 FX 510893-9008

Los Angeles Office

3325 Wilshire Boulevard, Suite 900
Los Angeles, CA 90010
213-384-5864 FX 866-881-7865

Modesto Office

201 Needham Avenue
Modesto, CA 95354
209-523-1888 FX 209-523-5888

Orange County Office

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714-835-5864 FX 714-835-0169

Sacramento Office

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909-884-5864 FX 909-884-6249

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San Diego, CA 92103
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