

Celebrating
120 Years
of Impact

FY24 Annual Report



When you can't breathe,
nothing else matters®

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Our Vision:

A world free of lung disease.



1 Letter from Leadership

Celebrating Our Past, Looking Toward the Future

In 2024, we celebrated the American Lung Association's 120th anniversary—our significant achievements, the countless lives we've helped save and our ongoing commitment to a world without lung disease.

During the past 120 years, we've helped eradicate tuberculosis, reduce the smoking rate, save millions of premature babies with respiratory distress syndrome and successfully advocate for clean air and anti-tobacco policies. More recently, we contributed to an impressive 44% increase in the lung cancer survival rate over the past decade and the development of more than 60 new drug therapies for lung cancer patients since 2016.

In fiscal year 2024, we continued to make tremendous strides, growing our [Research Institute](#) awards and partnerships, issuing our 25th "[State of The Air Report](#)," celebrating 10 years of our LUNG FORCE initiative and reaching a critical milestone—the halfway point in recruiting participants for our pioneering [Lung Health Cohort Research Study](#).

In all our endeavors, diversity, equity and inclusion (DEI) are a top priority. This includes prioritizing programs that address disparities in lung disease prevention and access to healthcare.

As we look back over the past year, we have much to celebrate and much yet to accomplish as lung cancer remains the leading cause of cancer death; more than 35 million people are living with chronic lung disease; climate change is raising temperatures and diminishing air quality; tobacco products continue to evolve and access to healthcare faces ongoing threats.

To help us meet these and other lung health challenges, we recently completed our Lung Business Strategy 25, providing a roadmap for continued growth in revenue and operations to drive deepened impact through our advocacy, education and research efforts.

As always, we uphold the highest standards of fiscal responsibility, with 90 cents out of every dollar that we receive going directly to our programs and the individuals we serve. We are grateful to each of our donors, corporate partners and volunteers who help us every day move closer to a world without lung disease.

We can't do it without you.



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

Harold P. Wimmer
President and CEO



A handwritten signature in black ink that reads "Cheryl A. Calhoun".

Cheryl A. Calhoun, CPA, MBA
Board of Directors Chair and
Executive Committee Chair

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

2 Diversity, Equity and Inclusion

At the core of our mission is a commitment to diversity, equity and inclusion (DEI)—in our programs, resources, practices and processes—with an emphasis on addressing healthcare disparities in lung disease prevention, treatment and care.

This year, we welcomed Anita Oruche as our new Chief Diversity, Equity & Inclusion Officer. Oruche brings considerable experience and expertise in DEI policies, programming and community engagement to our Executive Leadership Team, working closely with our DEI Council to develop and execute a comprehensive DEI strategy.

In fiscal year 2024, we continued to develop and expand our programs and resources aimed at improving healthcare access, equity and outcomes in underserved communities. Our efforts included:

- Translating our Freedom From Smoking Plus® digital cessation program into 38 languages.
- Launching a digital advertising campaign to promote our Saved By The Scan program, highlighting the benefits of lung cancer screening, specifically to Black communities. The campaign, supported by Baxter, resulted in 5,000 people taking our lung cancer screening test, with 20% found to be eligible for lifesaving, low-dose CT screening. The effort generated 55 million impressions and 22,000 clicks to our Saved by The Scan web page.
- Providing webinars to address healthcare disparities, including the “Lung Cancer and its Effects on the Black Community,” in partnership with The National Caucus and Black Center on Aging.

We also continued to support the Awareness, Trust, and Action program to reduce mistrust and under representation in clinical trials, especially in the Black community. We also partnered with the American Thoracic Surgeons and the American College of Chest Physicians to support the Harold Amos Scholars program for critical care medical students from diverse backgrounds, and collaborated with Black influencers to ensure diverse representation in our Lung Health Cohort Research Study.



2 Diversity, Equity and Inclusion

Partnership with Historically Black Colleges and Universities Help Students Manage Their Asthma Better

The Lung Association's [partnership with six Historically Black Colleges and Universities](#) (HBCUs) is providing our adult asthma self-management program, [Breathe Well, Live Well](#)[®], to students with asthma. Through the HBCU Students with Asthma Initiative, we're helping college students improve their asthma management skills and quality of life, while simultaneously addressing asthma care disparities.

Lifestyle changes common to college life (such as irregular sleep patterns, inconsistent nutrition and elevated stress levels) can exacerbate asthma symptoms. Also, going to college represents, for most students, the first time they are responsible for their own day-to-day health management. A particular challenge if you have asthma. For college students of color, the risk of poor asthma control is further multiplied by the racial health disparities seen in asthma management.

Because of this program, many students from a variety of backgrounds learned the basics of managing their asthma themselves, helping them stay healthier, and in school and learning. De'Marcus J. is one of those students who benefitted from the program. As a student at Alcorn State University, De'Marcus' asthma flare-ups caused him to miss classes and made it harder to keep up.

"The Lung Association program helped me identify some of my triggers that could cause a flare-up and also taught me better ways of dealing with flare-ups," said De'Marcus. "The program has made it easier for me to attend my classes. I would highly recommend this program to everyone no matter their age because it's better to know all that can affect you and how to deal with those situations."



Raising Awareness of RSV in Spanish-Speaking Populations

We were honored in fiscal year 2024 with a [Sanofi Health Equity Accelerator Award](#) for our campaign to raise awareness on the potentially severe symptoms of respiratory syncytial virus (RSV) among Spanish-speaking expectant parents, and parents and caregivers of children ages 0-4 living in Miami, Florida and El Paso and San Antonio, Texas. During the 2022-2023 season, RSV hospitalization rates were 34% higher among Hispanics compared to non-Hispanic whites, and RSV incident rates among Hispanic children jumped 278% in 2022. Our targeted campaign included a new Spanish website page about RSV on [Lung.org](#), targeted radio and digital advertising and supporting assets – graphics highlighting RSV symptoms requiring urgent care and hospitalization, a one-page handout on how caregivers can take steps to prevent RSV hospitalization in infants, and a 30-second RSV animation in Spanish. The campaign reached more than 7,500 Hispanic/Latino parents, individuals who are pregnant, and caregivers; generated 400,000 impressions through the digital advertising campaign and reached 200,000 radio listeners.

3 Defeat Lung Cancer

Every two minutes, someone in the U.S. is diagnosed with lung cancer, and each day, approximately 361 people—friends, neighbors and loved ones—die from the disease. While lung cancer remains the leading cause of cancer-related deaths in the U.S., recent advancements in prevention, diagnosis and treatment give us tremendous hope. These include a 22% increase in the five-year lung cancer survival rate—to 26.6%—over the past five years.

Our 6th annual “State of Lung Cancer” report highlights lung cancer breakthroughs along with state-by-state lung cancer rates; the lifesaving potential of lung cancer screening, which can detect the disease at an earlier stage when it’s more curable; and the importance of ongoing investments in lung cancer research, which offer the promise for better treatment options.

During fiscal year 2024, we continued to support and prioritize lung cancer research. In addition to our Research Institute annual grants, we joined the LUNGevity Foundation in announcing a \$3 million research partnership to “intercept lung cancer”—creating innovative strategies to catch precancerous cells and block them from turning into cancer cells. We also launched a \$1 million research endowment honoring Courtney Cox Cole, an Indiana mom and business owner who lost her battle with EGFR mutant lung cancer at the age of 48. The inaugural Courtney Cox Cole Lung Cancer Research Award was presented to Wei Tao, PhD, of Harvard University-affiliated Brigham and Women’s Hospital in Boston, who is conducting trailblazing work on combination lung cancer therapies using nanoparticles to deliver experimental drugs through inhalation.

In addition, we helped to expand access to biomarker testing—the evaluation of lung tumor tissue to help determine an individual’s specific type of lung cancer (non-small cell, small cell or carcinoid), allowing for precise and potentially successful treatment — in Colorado, Connecticut, Iowa, Indiana and Florida. We also launched a new educational campaign, helping to empower people newly diagnosed with lung cancer with critical knowledge about lung nodules, staging and treatment.

Throughout the year, we advocated for Congressional funding for lung cancer. Our LUNG FORCE Heroes traveled to Washington, DC, for LUNG FORCE Advocacy Day seeking \$51.3 billion for the National Institutes of Health so there can be better early detection, treatment, and eventually, a cure for lung cancer; and another \$11.6 billion to build healthier communities and protect communities from disease, including lung cancer.



ADVOCACY

3 Defeat Lung Cancer



Free Tests Help Pennsylvania Residents Detect Cancer-Causing Radon

Exposure to radon, a colorless, tasteless and odorless gas, is now the second leading cause of lung cancer in the U.S., after smoking, resulting in an estimated 21,000 deaths each year. But with simple testing and mitigation procedures, the risk can be decreased.

This past year, we worked with the Pennsylvania Department of Environmental Protection to increase public awareness about radon exposure and provide free radon testing kits. Just 36 hours after we issued a media alert on the free tests, 8,000 kits were requested.



More Than 1M Individuals Complete Lung Cancer Screening Quiz

In fiscal year 2024, we continued our legacy of education and awareness for lung cancer screening by enabling over 260,000 people to learn if they may be at high risk for lung cancer. The eligibility quiz is part of our groundbreaking [Saved By The Scan Campaign](#). Since the campaign launched in 2017, in partnership with the Ad Council, lung cancer screening rates among those who are eligible have increased more than 170%. If lung cancer is caught before it spreads, the likelihood of surviving five years or more jumps to 64%.



Celebrating 10 Years of LUNG FORCE

During Lung Cancer Action Week (May 6-12, 2024) we celebrated the 10th anniversary of our LUNG FORCE initiative—uniting individuals impacted by lung cancer to raise awareness and funds to support research, education, early detection and treatments to save lives. We again called for a “Turquoise Takeover,” asking buildings and landmarks to illuminate in our signature color and encouraging individuals to wear turquoise and share their stories on social media. Through [Walks and Run/Walks and other events](#), our LUNG FORCE Heroes have raised more than \$32 million for lifesaving cancer research since 2014, allowing us to expand our research commitment by 146%.

4 Champion Clean Air for All

Without clean air, [we can't breathe](#). It's a fundamental part of our mission, and an ongoing challenge as climate change continues to cause and exacerbate air pollution.

While there have been decades of progress in policies and legislation aimed at improving air quality, 131 million people in the U.S. (39%, or four in 10) continue to live in areas with unhealthy levels of air pollution. Our [25th annual "State of the Air" report](#) highlighted state and national air quality statistics and revealed historic spikes in deadly air particle pollution.

Extreme heat, drought and wildfires due to climate change are contributing to this steady increase in pollution, especially in the western U.S., according to the report. Air pollution is not good for anyone to breathe; however, it is especially harmful to children, older adults, individuals who are pregnant, people living with asthma, chronic obstructive pulmonary disease (COPD) and other chronic diseases.

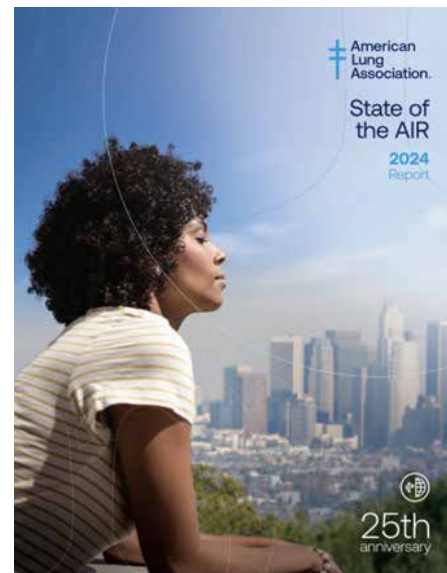
Our report also highlighted the inequities in the burden of living with unhealthy air, with people of color 2.3 times more likely than individuals who are white to live in a county with three failing ozone and/or particle pollution grades.

These ongoing threats to air quality and lung health are why we continue to strongly advocate for crucial clean air laws and policy changes. This past year we celebrated some significant wins with the U.S. Environmental Protection Agency (EPA) approving sweeping clean air and climate protections, including:

- Tighter limits on mercury, carbon pollution and air toxics from power plants
- Strong new limits on methane pollution from the oil and gas industry
- An updated national standard for particle pollution
- Cleaner car and truck standards.

As the prevalence of wildfires in North America and their impact on air quality and lung health continued to grow (2023 was the worst year ever for wildfires in Canada and parts of the U.S.), we partnered with the Canadian Lung Association to raise awareness about the health impacts of wildfire smoke and to educate people on how to protect themselves from poor air quality.

We also know that unhealthy air can be found indoors. This past year, we continued to raise awareness of indoor air risks, promote important clean air policy and initiatives, and offer essential resources on how to maintain clean air in our schools, workplaces and homes.



CLEAN AIR

4 Champion Clean Air for All



Resources Empower Doctor to Optimally Care for Patients When Air Becomes Unhealthy

As unprecedented smoke from Canadian wildfires blanketed New York City, darkening the sky and badly endangering air quality, Dr. Alexander Azan worried about the health of his many patients.

Dr. Azan, a primary care physician and climate health research fellow in the Bronx, was already seeing the impact of climate change on his patients, such as worsening lung conditions and more frequent asthma attacks. But this noxious smoke was like nothing he'd ever seen. He knew his patients would suffer and was determined to help.

“I was alarmed at how unprepared I was to counsel and care for my patients during this air quality emergency,” recalled Azan. That’s when he thought of the American Lung Association. Turning to our website, [Lung.org](https://www.lung.org), Dr. Azan found tips on how individuals can protect their lungs during and after natural disasters, including wildfires. “I counselled patients on these recommendations,” he said, “including when they should limit or avoid outdoor activities based on their pre-existing health conditions and real time changes in air quality.”



New Report Highlights the Benefits of Zero-Emission Transportation for Children

Transportation is a major source of harmful air pollution, health disparities and climate change in the U.S., impacting everyone, but especially children. Our new report, “[Boosting Health for Children: Benefits of Zero-Emission Transportation and Electricity](#),” looked at the impact of climate change on children, and how shifting to zero-emission transportation and non-combustion electricity generation, can improve child health—from reducing asthma attacks, acute bronchitis cases, and pediatric upper and lower respiratory symptoms, to preventing infant mortality. Polluted air can cause immediate respiratory symptoms, as well as a long-term reduction in lung growth and function and increased asthma incidence. Children who live near highways and freight hubs; children who have existing health conditions, like asthma; children of color and children from low-income communities are at greater risk.

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

As part of our mission, we're committed to supporting and improving the lives of the more than 35 million people in the U.S. living with chronic lung disease. We do this by investing in research and advocating for policies and legislation that support optimal care. We also provide broad support and resources, including smoking cessation programs and programs helping those living with lung disease and their caregivers to better understand and manage their condition.

This past year, our [Research Institute](#) awarded \$13.6 million to 129 promising scientists committed to improving the prevention, detection and treatment of lung disease, and our expanded [Airways Clinical Research Centers](#), the largest nonprofit clinical research network providing asthma and chronic obstructive pulmonary disease (COPD) clinical trials. We also continued to fund innovative partnerships—with industry, other nonprofits and government—to accelerate discovery and innovation.

And our awards and grant programs are having an enormous impact, as researchers tell us that every dollar we spend on research generates 11 times that amount in additional funding from government agencies, like the National Institutes of Health (NIH). In addition, we reached the halfway point in recruitment for our [Lung Health Cohort Research Study](#) where we expect to follow 4,000 young, healthy adults over a span of five years in order to identify key risk factors for lung disease.

In partnership with the Pulmonary Hypertension Association, we also hosted our first scientific roundtable this past year, bringing together pulmonary and cardiac experts to share insights on the latest pulmonary hypertension diagnosis and treatment guidelines.

In fiscal year 2024, we showed ongoing leadership in advocating for federal and state policy changes taht protect and improve access to care. During the 2024 Respiratory Advocacy Day, our Lung Champions went to Washington, DC, to ask members of Congress to support access to the appropriate type and modality of supplemental oxygen (as needed) and protecting access to quality, affordabde healthcare coverage. Advocates attended 47 meetings from 14 states and represented a variety of lung health diseases including asthma, COPD, pulmonary hypertension and more.

For our patients and caregivers, we continued to expand our educational campaigns, programs and resources. This past year, we launched new campaigns [for those living with COPD](#), a new [Asthma for Life-Breathe Well](#), [Live Well® Education Series](#), and a new [Asthma Basics](#) interactive course in English and Spanish.



LUNG HEALTH

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



Supporting Amy During Her Mother's Lung Cancer Diagnosis

"I remember when my mom was first diagnosed with lung cancer," recalls Amy M. "There were big emotions and I didn't know where to put them." Like many with a loved one just diagnosed with lung cancer, Amy wanted to learn as much as she could. Fortunately, she turned to our website — [Lung.org/lungcancer](https://www.lung.org/lungcancer). "I learned so much. In particular, I learned the right questions to ask my mom's medical team, as we made decisions about her treatment," she says. She also learned about lung cancer treatment clinical trials, and got her mom enrolled in one. "It bought her a few more good months. Months that allowed her to be at my wedding — something I'll always be grateful for!"



Protecting Lungs on the Job

Nearly 15% of people diagnosed with COPD are exposed to risk factors while on the job. Occupations like manufacturing, mining and agriculture are most likely to put employees at risk. To raise awareness about work-related COPD risk factors, we launched a new campaign this past year—"The Early Warning Signs of Work-Related COPD." The campaign included a new web page; an informational video in [English](#) and [Spanish](#); an [exposure assessment survey](#); and the webinar, "[Work-Related COPD: Protecting Your Lungs While on the Job](#)." In the first five months of the campaign, almost 30,000 people accessed these resources.



Wellness Hub Revolutionizes and Centralizes Support Resources for Lung Disease Community

This past year, we launched our "[Patient & Caregiver Network Wellness Hub](#)," offering free, online mental health and wellness resources, including articles, videos, webcasts, disease management tools and disease-specific online communities. Resource topics include mindfulness and movement practices to help manage stress and support a healthy body, nutrition advice and recipes, self-discovery practices to cultivate self-support and resilience, and partner-based practices for people living with lung disease and their caregivers.

6 Create a Tobacco-Free Future

Our goal continues to be a tobacco-free future for all

While overall smoking rates have fallen among adults and youth over the past 50 years, smoking remains the number one cause of preventable death and disease in the U.S., resulting in nearly half a million deaths each year and more than \$600 billion in health-related costs. More recently, the introduction of e-cigarettes, nicotine pouches and flavored tobacco products continue to gain in popularity, causing an epidemic of use.

Our 22nd “[State of Tobacco Control](#)” report highlighted the continued devastation caused by tobacco, as well as the aggressive marketing tactics used by tobacco companies aimed at teens, young adults and communities of color.

The report also called for ending the sale of menthol cigarettes. Nearly 19 million people smoke menthol cigarettes, with the highest rates among Black, Brown and [LGBTQ+](#) communities. Tobacco use is the number one cause of preventable death among Black individuals, claiming 45,000 lives each year. In addition, menthol cigarettes are often the first cigarette youth and young adults try and can increase the likelihood they become regular smokers.

Throughout the year, we championed tobacco control and anti-menthol and e-cigarette policies and legislation. This included calling on the Biden administration [to end the sale of menthol cigarettes and flavored cigars, strongly condemning the Food and Drug Administration \(FDA\) for authorizing the first menthol-flavored e-cigarettes for adult smokers](#), and joining 80 public health and medical organizations in urging the U.S. Department of Justice [to clear the market of unauthorized e-cigarette products](#).

As we believe that with help everyone can quit tobacco, we also expanded our smoking and tobacco cessation education and support programs this past year. This included introducing a new [Freedom From Smoking® Motivational Texting Program](#); expanding our [Ask, Advise, Refer to Quit Don't Switch](#) tobacco intervention training program for healthcare providers to include a short lung cancer risk assessment; and offering [free tobacco cessation programming](#) for active military personnel, veterans and their families through our [Freedom From Smoking Plus](#) program.



TOBACCO-FREE

6 Create a Tobacco-Free Future



Helping Schools Address Tobacco Use

Schools across the country continue to grapple with an epidemic of tobacco use among teens. In fiscal year 2024, we launched our [Comprehensive Approach to Ending the Youth Vaping Model](#), providing a roadmap for school administrators to create a tobacco-free future. We also launched an online version of our INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) program, an alternative to

suspensions and other disciplinary measures for students who violate school policies that prohibit vaping. During the first six months of the program, 326 schools enrolled in the program.

Our youth vaping prevention campaign, in collaboration with the Ad Council, provides resources and encourages parents to talk to their kids ages 10-14 about the dangers of vaping. Since launching in 2020, this campaign has enabled more than 4.3 million people to get the facts about vaping and driven over 200,000 people to access our conversation.

And our efforts are working! New [2024 National Youth Tobacco Survey e-cigarette and nicotine pouch data from the FDA](#) showed a 70% decline in the number of middle and high school students using e-cigarettes since the peak of the epidemic.



Helping Smokers Quit for Good

Like so many, Jack H., of Columbia, South Carolina, tried to quit smoking over and over. He had smoked for more than 40 years and no matter what he tried, he never stayed off tobacco for more than a year.

Finally, Jack turned to the Lexington Medical Center, which was offering our [Freedom From Smoking®](#) (FFS) program, for help.

“Once I began the classes, I was provided with materials, knowledge and the support needed to decide on a quit date and make that happen,” said Jack. “The 8-week class is a lifesaver. I learned so much from the facilitators, Donna, Lesa and Derrick, about how to quit, stay quit and live nicotine/ smoke/ tobacco free.” Jack decided to focus on overall lifestyle change, with the goal of quitting smoking and losing weight. And he couldn’t be happier with the results! “Since my quit date in 2018, I’ve stayed tobacco-free and lost 50 pounds!”

7 Infectious Diseases & Immunization

Vaccines are essential in safeguarding us against severe illness and reducing hospitalizations from respiratory viruses—typically spread from person-to-person during the fall and winter months—including influenza, or the flu; respiratory syncytial virus (RSV); pneumococcal pneumonia and COVID-19. This past year, we continued to raise awareness of the potential dangers of these diseases, and the importance of timely immunizations.

The flu causes serious disease with the Centers for Disease Control (CDC) reporting [35–65 million flu illnesses, and between 25,000 and 72,000 flu-related deaths during the 2023–2024 flu season](#). This past year, we continued our two successful flu vaccine campaigns: “[United Against Flu](#),” aimed at educating adults at increased risk for severe flu about the disease with the goal of increasing vaccination rates; and our “[Preventing Flu](#)” campaign, conducted during National Influenza Week (Dec. 4–8), urging everyone over the age of 6 months to get vaccinated.

We also announced a three-year, \$500,000 grant to Texas Biomedical Research Institute through our Accelerator Program to support research to develop a universal flu vaccine, which would immunize people against all influenza strains with long-lasting protection to potentially eliminate yearly shots.

This past year was pivotal for RSV, as two new vaccines for adults—a maternal vaccine for individuals between 32 and 36 weeks of pregnancy during RSV season, and a preventative antibody given to babies younger than eight months old shortly before or during RSV season—became available.

According to the CDC, as many as 160,000 adults are hospitalized and up to 10,000 die due to RSV in the U.S. each year, and up to 80,000 children younger than age 5 are hospitalized with RSV, the leading cause of infant hospitalizations in the U.S. To educate adults and parents about the dangers of RSV and available immunizations and precautions, we launched two RSV campaigns this past year: one focused [on adults](#) and the other, [babies and young children](#). The multi-faceted RSV in Babies and Young Children campaign included videos in English and Spanish, media outreach, social media posts and digital advertising.

We also expanded and refreshed our pneumococcal pneumonia campaign to share key facts about the most common type of bacterial pneumonia, causing an estimated 150,000 hospitalizations in the U.S. each year. The comprehensive campaign, launched during the first half of 2024, included videos and radio public service announcements in English and Spanish. Campaign media placements reached nearly 700 million individuals; digital advertising, more than 1.2 million; and we had 400,000 visits to our web page.

Finally, we again initiated media outreach in the fall of 2023, urging everyone ages six months and older to get a new COVID-19 shot.



8 Special Events & Fundraising

Every day we're able to advance our mission because of the passion, hard work, dedication and generosity of our remarkable participants, donors and volunteers.

This past year, tens of thousands of you brought your best—walking, running, biking, climbing, golfing, playing pickleball, lip syncing and more—to nearly 100 fundraising events across the country, raising millions for lung disease prevention, education, screening, support, research, clean air and advocacy.

There were [Fight For Air Climbs](#)—our premier stair climbing events—at buildings and sports stadiums throughout the country, including Promenade Tower in Atlanta; Soldier Field in Chicago; the STRAT Hotel, Casino and Tower in Las Vegas; and LA Memorial Coliseum in Los Angeles. Firefighters and first responders, who frequently work in unhealthy air and understand firsthand the struggle to breathe, again competed in separate divisions, fostering comradery and friendly competition between local departments.

Our [LUNG FORCE Heroes](#)—women, men and caregivers across the country united against lung cancer— by participating in [LUNG FORCE Walks and Run/Walks](#) in cities large and small.

Galas, cycling and other social events were also hosted throughout the year—raising lung disease awareness and funds for our advocacy, research and education programs. They included the annual Las Olas Wine and Food Festival in Fort Lauderdale, Turquoise Tasting in Charlotte, Derby Eve Gala in Louisville, Oxygen Ball in Milwaukee and the Evening of Promise in Indianapolis. There was a Run the Rocks 5K at Red Rocks Park & Amphitheater outside Denver, a Drive for Clean Air Golf Classic in San Francisco, a first-ever pickleball tournament in Hawaii, and the 40th Trek Across Maine cycling event. Outstanding Mother Awards—raising funds while honoring women for successfully building their careers, nurturing their families and benefitting their communities—were held in five states.

This past year, we launched two fundraising programs. Our [LungLove](#) cause marketing campaign brings together companies and consumers to support lung health programs. To cultivate creativity and fun, we also launched a new do-it-yourself (DIY) fundraising program this year, [SMASH the stats](#), allowing supporters to create their own unique events.

We also want to recognize and express our sincere gratitude to our supporters who made significant contributions—online, in honor or memory of a loved one, or through a monthly, legacy or other planned gift—throughout the year. Your ongoing support sustains us and empowers our efforts toward a brighter future where no one is suffering from the devastating effects of lung disease.



EVENTS



8 Special Events & Fundraising



Lung Cancer Survivor and Dedicated Volunteer Receives Will Ross Medal

Christy F. is a miraculous 17-year stage IV lung cancer survivor who has transformed her daunting diagnosis, ongoing treatment and recovery into inspiration and action for others. Fischer has shared [her story](#) in [videos](#), podcasts and at events; helped recruit businesses to align their brand with our [LungLove education and fundraising campaign](#); and traveled to Washington, DC, as a LUNG FORCE Hero to advocate for lung cancer research funding and healthcare protections.

For her exceptional dedication, leadership and the difference she has made in the lives of individuals affected by lung disease, Fischer received our esteemed annual Will Ross Medal. Said Harold Wimmer, Lung Association President and CEO: “Christy Fischer’s journey embodies the spirit of resilience and determination that defines the American Lung Association’s mission. Her unwavering commitment to raising awareness, supporting research and providing aid to those affected by lung disease has left an indelible mark on the Lung Association and the communities we serve.”



Jason Preston: Honoring His Mother, Supporting Lung Cancer Research

Utah Jazz player [Jason Preston](#) and his fiancée, Micaylah Nash, requested donations to the American Lung Association in lieu of traditional wedding gifts. The special request was made in honor of Preston’s mother, Judith Sewell, who passed away from lung cancer when he was just 16 years old. The couple celebrated their wedding in Jamaica, his mother’s birthplace, adding another layer of significance to their request.

“Honoring my mother and raising awareness about lung cancer, the dangers of second-hand smoke, and its prevention are extremely important to me,” said Preston, who is also a member of our [Ambassador Council](#), a group of high-profile volunteers uniting to elevate our lifesaving mission and fundraising efforts through personal storytelling, public outreach, championing strategic imperatives and supporting events.

9 The Impact **Your Gift Makes**

Our supporters know that life can only continue with the simple act of breathing. Supporting lung health through a gift to the American Lung Association helps us all breathe easier, today and tomorrow. Each gift, no matter the amount, 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.

As good stewards of every donated dollar, we've earned the trust that we will put those gifts to the best possible use. And we've been earning that trust for nearly 120 years. Because we all breathe, our work directly touches the lives of everyone in America each year, with our pioneering model of education, advocacy and research.



Many Ways to Give

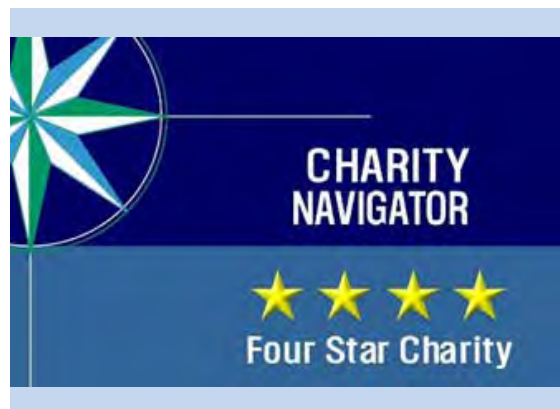
There are [so many ways to give](#).

- [Honor or in memory of a loved one.](#)
- [Make a monthly gift.](#)
- [Become a corporate sponsor.](#)
- Join our [Legacy Society](#).
- Leave a gift [in your will](#).
- Donate a [vehicle](#).
- [Create your own fundraiser.](#)

Each and every gift touches lives!



IMPACT



Top Rated and Trusted

We are proud to hold the top [four star rating](#) from [Charity Navigator](#), the nation's largest independent charity evaluator, scoring 99/100 in 2023. This places the American Lung Association [among the very top of U.S. non-profits](#). We are also a proud holder of a Platinum rating from [GuideStar](#), the [Better Business Bureau](#) Wise Giving Guide Seal, and we're a member of the [National Health Council](#).

9 The Impact Your Gift Makes



Lifesaving Research

Medical research is the hope for healthier, longer lives in the future. And yet some research, like the trials conducted by our [Airways Clinical Research Centers](#), is having an immediate impact on individuals living with chronic obstructive pulmonary disease (COPD) and asthma. Your donation to the Lung Association makes our broad spectrum of research possible. Thanks to your support, we're able to award grants to top medical professionals dedicated to researching lung diseases and dedicated to finding preventative strategies, better treatments and even cures.



Information and Resources You Can Trust

Threats to our lungs and respiratory health continue to evolve, becoming more complex. Your donation makes it possible for the Lung Association to continue to provide critical support and resources for those living with lung disease and their caregivers. Resources like our [Lung HelpLine](#) and [Tobacco Quitline](#) (1-800-LUNGUSA) and [Patient & Caregiver Network](#) help people learn how to protect their lungs, better understand their lung disease, make treatment decisions, manage their symptoms and more. We offer the leading resources to help smokers quit and keep kids free of tobacco, as well as a selection of support groups to help those with lung disease learn from and share with others.



Advocating for Your Health

Through our advocacy efforts, we ensure that federal and state leaders pay attention to lung health, sustain and increase critical medical research funding, ensure that laws and policies shield us and our children from deadly air pollution and tobacco products, and protect quality and affordable healthcare for everyone living with lung disease.

10 Looking Ahead

As we recap our past fiscal year, we're also looking ahead at what's next.

Our new National Board of Directors recently approved Lung Business Strategy 25 for the American Lung Association, providing a roadmap for deepening our mission impact this year and in the future. The strategy includes increasing financial and operational capacity and enhancing community and volunteer engagement, mission programming and advocacy, and strategic partnerships.

We also look forward to growing our [Research Institute](#) through expanded grants for promising young researchers working to improve lung disease prevention, screening, diagnosis, treatment and care. And we're committed to increasing our [Accelerator Program](#) investment, allowing us to expand our research impact through strategic alliances with government, other nonprofits and private industry.

Each day we strive to grow and enhance our resources and programs to better support individuals, families and caregivers living with lung disease.

With your continued support, we will continue to champion these critical endeavors while remaining focused on our goal—a world without lung disease.



WHAT'S NEXT

11 Supporters Section

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

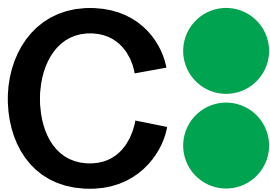
The American Lung Association gratefully acknowledges the companies and foundations that provided financial support in fiscal year 2024. Their support not only helps accelerate our mission, but also demonstrates their trust in the Lung Association to make a real difference in the lives and health of everyone living in the U.S.

Sanofi and Sanofi and Regeneron Alliance Named Outstanding Corporate Partner

In fiscal year 2024, we honored Sanofi and the Sanofi and Regeneron Alliance with our annual Outstanding Corporate Partner Award. Over the past 10 years, Sanofi and the Sanofi and Regeneron Alliance have invested more than \$5 million to support critical education and awareness campaigns, while working to accelerate health equity and support people across the U.S. Additionally, as strategic thinkers, subject matter experts and participants in the American Lung Association's Health Industry Council, Sanofi and the Sanofi and Regeneron Alliance help lead broad innovation in lung health. As active participants in Lung Association special events, they've raised funds, along with engagement and camaraderie among their employee participants.

Corporations and Foundations

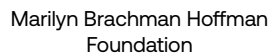
Bloomberg Philanthropies



11 Supporters Section

Corporations and Foundations

(continued)



11 Supporters Section

Cause Marketing Supporters



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Health Industry Council

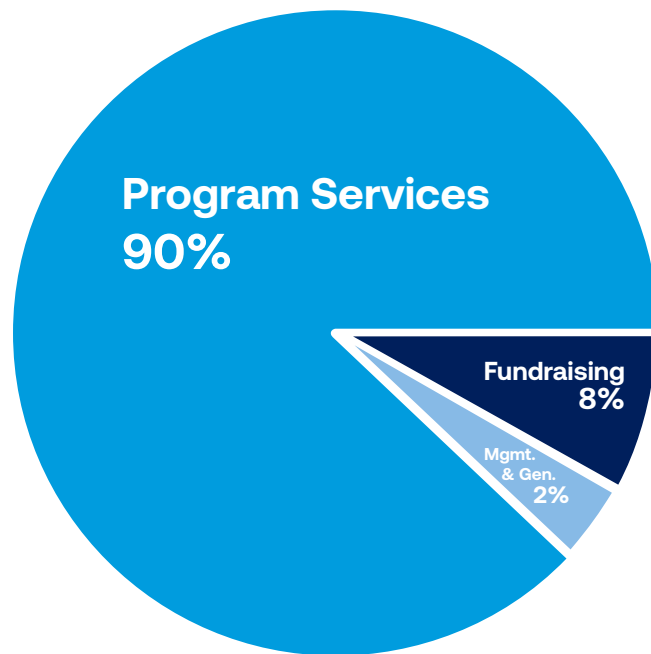
American Lung Association Health Industry Council members are fellow champions of lung health. Meeting twice yearly, at exclusive networking opportunities among corporate leaders, they gain meaningful and relevant information on policy, research and patient education and support efforts.



12 Financials Section

For more than 120 years, we've earned the trust of our donors; we're good stewards of their support, who will put their gifts to the best possible use. Our work directly touches more than 25 million Americans each year and supports millions more through our pioneering education, advocacy and research programs. Out of every dollar donated, 90 cents go to our lifesaving mission.

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 four star rating from GuideStar and are a member of the National Health Council.

13 Leadership Section

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 2023—June 2024

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Harold P. Wimmer | President and CEO

National Office

55 W. Wacker Drive, Suite 1150

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