

Breathing Together – All About You

2020 Annual Report



We can't say it enough, **THANK YOU!** You have had direct impact on those suffering from lung disease, your efforts to stay home and stay safe have reduced the curve, and lessened the impact of COVID-19 on our health care systems and hospitals. We're not out of the woods yet, but continued focus on social distancing, hand washing, wearing masks and vaccination will continue to help us move closer to resuming normal activities. Familiar with public health emergencies since tuberculosis in 1939, we continue our mission by raising funds for research, prevention of lung disease and patient support. Without YOU the work cannot continue, your donations are at work:

COVID-19 Patient Support Fund

Your support has helped us directly impact the quality of life of over **35,000** Albertans who have lung disease and have been affected by Coronavirus. To name just a few, YOU have helped provide:

- Over 3500 Albertans without financial means received PPE kits to stay safe.
- Financial and medication support for those who have lost health benefits and jobs.
- Expert information, education and support for those with lung disease and their families.
- Long hauler post COVID sufferers with special rehabilitation.
- Radon test kits to reduce lung cancer from Radon exposure.
- Valuable funding for lung disease research, with a focus on coronavirus.

You stepped up to create a place for everyone with or without lung disease to obtain information, exercise and mental health support and education in a virtual and protected setting through our Better Breathers support group plus the almost total revision of our website to provide help, support and education at www.ab.lung.ca.

“The Lung Association helped me get my asthma medication while waiting for Blue Cross”
- AB

“We are so pleased and grateful for the help, we've never asked for or received help in the past 8 years since my lung transplant. This is a breath of fresh air”
- PD

“They helped me to buy special masks, I have medical conditions and need to buy masks that I couldn't afford without this help.”
- DA

BREATH E

the lung association

Message from Stefan Scott, Volunteer Chair of the Board of Directors



As a new Chair, I can truly say that 2020 saw some very challenging and yet exciting experiences for me. I extend my thanks to the staff and my fellow Board Members for all their support during this, my first year of being Chair and one of many firsts for myself and the Organization.

2020 has been a challenging year, while working through a major global health challenge was not a first for the Organization given our start as a Charity during the Tuberculosis epidemic, it was certainly the first for much of our current generation and population. Many of the decisions we had made in the past like reducing events and less reliance on government funding was in hindsight, the absolute best decision we could make to protect our organization in the event of catastrophic challenges.

The COVID-19 pandemic has left no one untouched, either through the loss of a loved one, a job, health benefits etc. and for most of us, the isolation and need to adhere to health guidelines has been extremely challenging. The ensuing economic climate has affected us all and will continue to have an impact for years to come on our donors, making stewardship and maintaining a visible profile more important than ever.

The Association rallied rather quickly upon learning of the first shut down and stay at home ordered in March 2020. Supporting patients then became our first priority. We quickly created a committee of Communications experts and in partnership with our Medical Community, developed on line and virtual support to reach those isolated with pertinent and science based information to guide, educate and support. Our Board, Volunteer and Medical Community stepped up and offered valuable guidance and help creating educational videos, social media posts and website updates to support, educate and inform. We increased financial and medication supports across the board and provided much needed PPE kits to those at greatest risk.

This work is ongoing, our Vision to create a world free of lung disease remains top of mind and a priority, we continue to support research in Alberta and nationally. Many charities and businesses have been affected by this pandemic, we continue to maintain a visible presence with a valuable leadership role in our community and with other partners. Breathing Space, a “home away from home” for lung transplant patients & families continues to be a significant focus and priority in 2020 and will continue into the years ahead. The land is now cleared and awaits further development. More than ever, the hard work and efforts readying relationships, networks and community are of primary importance as we make Breathing Space a reality

A handwritten signature in black ink, appearing to read 'Stefan Scott'.

Stefan Scott, Board Chair

Statement of Operations

ALBERTA LUNG ASSOCIATION O/A THE LUNG ASSOCIATION ALBERTA &
NWT

For the Year Ended September 30, 2019

	2019
Revenues	
Other campaigns	\$ 1,059,358
Direct mail campaigns	849,849
Other income	323,835
Grant revenue	13,000
Gaming revenue	1,484
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Expenses	
Fundraising	733,459
Health initiatives	366,203
Administration	365,850
Research and education grants	277,283
National initiatives	225,457
Amortization	4,068
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	1,972,320
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Excess of revenues over expenses	\$ <u>275,206</u>

We hope you will see that you are an integral part of our accomplishments. Together, we have made great strides in:

Research and Support

We contributed over \$800,000 to patient support, research, education and National initiatives, supporting students and research doctors to find better treatments and cures for lung disease, including COVID-19 and provide support for patients and their families.

Advocacy and Awareness

Since 2017 we have provided health education sessions to more than 100 schools in Edmonton and Calgary areas, speaking to youth promoting healthy respiratory lifestyles including the dangers of tobacco and e-cigarettes. Despite the pandemic we continue to present virtual education sessions.

Covid and Beyond

Exciting updates about our newest project, is on the way! Breathing Space, a lung transplant recovery centre and the first residence of its kind in Canada. This home away from home will offer much needed “breathing space” for patients and their families recovering from arduous lung transplants. Building a place where patients and their caregivers can “catch their breath” after transplant is one of our greatest priorities. Land close to the University of Alberta Hospital has been cleared and we hope to begin construction soon!

Radon exposure is the second leading cause of Lung Cancer and continues to be a significant concern in Alberta. We continue our work to educate and inform and encourage all Albertans to test for Radon. For information about our program including where you can loan a kit from one of our 49 member public libraries once re-opening is possible and where to purchase a test kit see our website at www.ab.lung.ca.



Pediatric Sleep Apnea Support

YOU have helped us increase the amount of support available to help more children leave hospital and return to their families sooner by providing the necessary breathing equipment.

You are part of the Community of support to reduce isolation and help those living in Alberta and NWT stay informed and connected. **Your impact** on Canadians who are struggling to breathe is extraordinary, your decision to go safely forward to avoid the spread of this virus and protect others is appreciated!

YOU can help change the future today!

We have begun a Free Will campaign for existing donors 55 or older!
If you are a current donor of The Lung Association, go to our website at <https://www.ab.lung.ca/get-involved/you-can-help-change-future-today> to sign up for a free, no obligation, and simple will preparation.

Thank you for your support! Questions about breathing and lung health?

Lung Health Information Line: 1-888-566-5864 • info@ab.lung.ca • www.ab.lung.ca

B R E A T H E
the lung association

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