When you can't breathe, nothing else matters.
WE HELP YOU BREATHE EASIER
The Lung Association, Alberta & NWT (TLA) was first established as the Alberta Tuberculosis Association in 1939. During the tuberculosis (TB) epidemic, it educated the public about TB, conducted mass chest x-rays and provided rehabilitation services for TB sanatorium patients.

Recognized as one of Alberta’s oldest health charities, The Lung Association has expanded its initiatives over the years to include asthma education, treatment and research, and overall lung health awareness. Today, The Lung Association focuses its efforts and resources on all aspects of lung health including asthma, COPD, flu and infectious diseases, sleep apnea, environmental issues, tobacco control, and continued work in TB. Supported by its incredible board, staff team, and research and service sections, The Lung Association is about more than just a cause, it is about Albertans and their lung health.

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As the Chair of the Board of Directors for The Lung Association, Alberta & NWT (TLA), I am pleased to present the 2007-2008 Annual Report.

This year we saw many new and exciting ways to advocate in areas of lung health and prevention of lung disease. I am pleased to share with you a particular highlight, the development of Alberta Breathes. The proposed Alberta Provincial Respiratory Strategy has been developed to minimize the impact that respiratory diseases have on the life and economy of our province. A number of individuals (staff and Board members) along with other respiratory representatives from across the province worked diligently on developing the strategy that was presented to a number of government MLA's, influential people at the new Alberta Health Services and to the Minister of Health, Ron Liepert. While the government has not committed to the programs, the strategy was well received and they did suggest that working together is a good start towards putting Alberta Breathes into action. Establishing Alberta Breathes demonstrated that cooperation between groups dealing with lung health in the province is feasible and should be a model for the way in which respiratory health is dealt with in the future.

The organization said good-bye to a longstanding Board member this year. On behalf of the Board, TLA and those with lung disease in the province, I would like to thank Neil Smith for all he has done for the organization. While we said good-bye to one board member, we did welcome another. Paul Borrett has been an influential member of the Board and we are pleased to have him.

TLA will continue to face challenges to raise our public profile and educate the public about the importance of lung health. Our continued progress has occurred because of the enduring efforts of all members of the Board of Directors and employees of The Lung Association, Alberta & NWT.

I thank all of you and look forward to continued success as this year progresses.

Respectfully submitted,

Brent Winston, MD, FRCP(C), FACP, FCCP, FCCM
Chair, The Lung Association, Alberta & NWT
The President and Chief Executive Officer

The Lung Association, Alberta & NWT (TLA) works diligently to advance lung health through awareness, advocacy, programs and world-class research. However, respiratory diseases are still at alarming levels in Alberta.

- It is expected that COPD will soon surpass breast cancer as a killer of women.
- An estimated 13 per cent of Alberta’s kids have asthma.
- Every 16 minutes in Alberta, a child, a working-age adult, or a senior goes to hospital with poorly controlled asthma.

These statistics show that it is more important than ever to keep up our efforts. We here at TLA are confident that lung disease can be prevented, or controlled, so that people can live better lives. Better diagnosis, increased patient education and an increased focus on rehabilitation are steps in the right direction. They can reduce emergency department visits, hospital admissions and greatly increase quality of life for sufferers. More importantly, people with lung disease will have an improved quality of life, and be able to participate more fully in school, work, and daily activities.

On behalf of the Board of Directors, the staff, volunteers, health professionals, and Albertans who benefit from the support of our donors, I thank you for your commitment and your generous contributions to The Lung Association, Alberta & NWT. We will continue to work hard to achieve our vision of healthy lungs and clean air for all Albertans.

I look forward to another exciting and challenging year.

Sincerely,

Tony Hudson,
President/CEO
The Lung Association, Alberta & NWT
TLA Highlights

The Lung Association is recognized as one of Alberta’s oldest health charities. As far as we have come since 1939, we still have a long way to go to fulfill our vision. The Lung Association, Alberta & NWT (TLA) will continue to dedicate its efforts to making clean air and healthy lungs for all Albertans a reality.

October 2007

• TLA recognized Sleep Awareness Day by participating in an education event in Calgary.

• This year’s Sweepstakes Draw winner was announced. The generous donor, and lucky winner, received a fabulous 12-day Mediterranean cruise.

November 2007

• TLA participated in the 6th Annual Conference on Tobacco or Health. The conference, held in Quebec, was put on by the Canadian Council of Tobacco Control. The event brought together individuals from across the country to share their knowledge, ideas and commitment to tobacco control in Canada.

• On November 14 Alberta passed Bill 45 – the Tobacco Reduction Act which assured the introduction of a province-wide ban on smoking in all public places and workplaces, a ban on powerwalls (retail tobacco displays and advertising) and a ban on selling tobacco products in health facilities, post secondary institutes, pharmacies, and retail stores which have pharmacies. TLA is an active member of the Campaign for Smoke Free Alberta, an organization who conducted a successful advocacy effort to support the passing of Bill 45.

December 2007

• The 2007 Christmas Seal theme of “Holiday Ice” was a huge success! This year’s campaign included a partnership with the Canadian Hockey League (CHL).

As part of the Campaign, former NHL Stars Ron Ellis (Team Canada ’72, Toronto Maple Leafs) and Yvan Cournoyer (Team Canada ’72 and Montreal Canadiens) acted as the official spokesmen – or “Lung Champions” – for the season. In addition, the Hockey Hall of Fame helped raise awareness of lung disease by showcasing the Seal on November 9, 2007, as part of their annual Hall of Fame induction weekend in Toronto.
**January 2008**

- On January 1, 2008, the Tobacco Reduction Act prohibited smoking in all public places and regulated smoking outdoors.

- The organization continued to work with the National Lung Health Strategy. The strategy will be a coordinated action plan for the prevention and management of respiratory diseases and for improved respiratory health and wellness.

- On Wednesday, January 23, TLA supported an e-advocacy campaign launched by the Canadian Lung Association. The campaign encouraged Canadians to push their provincial governments to tackle the issue of smoking in cars when children are present.

**February 2008**

- TLA is a founding board member of the Clean Air Strategic Alliance (CASA). The Government of Alberta has asked the organization to renew the Clean Air Strategy for Alberta. Participating organizations met in February for a two-day workshop to develop the strategy. Public consultation was carried out during the year to gauge opinion on air quality in Alberta.

**March 2008**

- Asthma & Allergies, a door-to-door fundraising campaign to raise money to support those affected by asthma and allergies. The campaign ran from March 1 – 12.

- March 3 marked the first day of National Sleep Awareness Week. The week brings attention to the diseases like sleep apnea.

- Members of The Lung Association, Alberta & NWT and the Canadian Lung Association met with health officials and health care providers in Yellowknife, NWT to seek feedback on the National Lung Health Framework and develop a local plan of action.

**April 2008**

- The Lung Champions Circle (LCC) donation program was launched on April 15. The LCC encourages individuals or organizations to donate $500 or more. In doing so they receive:
  - An invitation to our Annual General Meeting
  - A copy of our Annual Report
  - E-updates on lung health issues and new developments
  - The opportunity to have your name listed in our Annual Community Report
The 2008 Alberta Respiratory Disease Symposium (ARDS) was held April 17 – 20 in Banff. ARDS brought together health professionals from all disciplines. United by their interest in respiratory care and research, delegates enjoyed a wide selection of clinical and scientific interactive sessions. The Lorraine Awards Banquet and Ceremony was held the Saturday night of the conference to highlight achievements and excellence in the prevention of lung disease, research and respiratory care. We were honoured to have our Minister of Health and Wellness, the Honourable Ron Liepert, attend the Lorraine Awards and speak to conference delegates.

May 2008

- May 6 was World Asthma Day, a day dedicated to educating the public on asthma and respiratory health. This year’s focus was on the affects of smog on people who have asthma. The Lung Association released a report on a national survey that found that 62 per cent of Canadians with asthma have difficulty on smog days or when air quality is poor. Recommendations were provided to help people with asthma better manage their asthma on smog days.

- May 31 was declared World No Tobacco Day by the World Health Organization. TLA conducted a number of activities to help remind everyone that tobacco is a global issue.

- Northwest Territories Asthma & Allergies door-to-door fundraising campaign ran from May 12 - 26. Combined, Alberta and NWT door-to-door campaigns raised $251,516.21!
**June 2008**

- Lung Associations, physicians, researchers and health care professionals from across Canada all participated in the Canadian Respiratory Conference in Montreal, Quebec.

- Two BLAST youth groups (one in Lacombe and one in Edmonton) received the Canadian Lung Association National Youth Award for the excellent work they did for youth tobacco prevention.

**July 2008**

- July 1 saw another successful step towards a smoke-free Alberta. The Tobacco Reduction Act placed bans on tobacco displays, promotions and advertising in retail outlets.

**August 2008**

- TLA reminded students and parents about how to avoid the back-to-school cold season.

**September 2008**

- The organization hosted the Alberta Sleep Forum, running September 25 and 26 in Edmonton. The Forum brought together health professionals from all disciplines. United by their interest in sleep medicine care and research, delegates enjoyed a selection of clinical and scientific interactive sessions.

- Representatives from TLA attended the media release of the provincial Allergy Anaphylaxis Informational Response (AAIR) kits at Father Lacombe School. The Lung Association partnered with the Alberta Government, healthcare professionals and other organizations to provide resources to all schools to educate staff and students on severe allergies and asthma and how to respond in an emergency.

- The 13th year of BLAST began in 2008. BLAST (Building Leadership for Action in Schools Today) is a youth led, peer to peer tobacco education program designed to promote tobacco prevention for junior high youth. This year over 150 participants and coaches from 30 communities throughout Alberta attended one of five BLAST conferences in October and November. These conferences prepare youth to be “tobacco reduction champions”; sharing their anti-smoking message with their peers, friends, families and their communities at large. These student leaders create tobacco reduction activities that include everything from tobacco information displays in their schools to writing letters to their government representative to creating a music video with a tobacco reduction message!
2007 - 2008
Financial Statements

FOR THE YEAR ENDED SEPTEMBER 30, 2008

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**Excess (Deficiency) of Revenue over Expenses**
- (7,136) 199,034

**Gain on Sale of Marketable Securities**
- 106,113

**Unrealized Loss on Marketable Securities**
- (75,222) -

**Excess (Deficiency) of Revenue over Expenses for the year**
- $82,358 $305,147

** The accompanying summarized balance sheet and statement of operations are derived from the complete financial statements of The Lung Association, Alberta & NWT