



BREATHE
CALIFORNIA
of the Bay Area

SPECIAL EDITION

Breathe Healthy



The 2009 Annual Report

See what we've done with less in the 2008-2009 fiscal year.

Also Inside

THE BREATHE CALIFORNIA TV SHOW
WELCOME OUR NEW BOARD MEMBER: SUE MURPHY
AND MORE



From the President & CEO

If you have been involved with Breathe California, or with any local nonprofit agency, then you know first hand the depths of this recession. Nonprofits are the first to have money cut during bad economic times, and the last to have it restored when the economy improves. And during bad times, their workload does not diminish and usually increases. How do we keep going you might wonder?

We keep going because our mission is critical and compels that we continue to find a way to accomplish it, no matter how we have to change our way of doing business, nor how difficult times become. And we are able to deliver our services because of you--all of you who contribute money or time, and all of you who help us to promote our mission. As long as we have dirty air, big tobacco, and lung diseases like asthma, tuberculosis and COPD, our path is clear.

This downturn is the most serious I have experienced in my almost thirty years as a volunteer and staff person here. Yet, I find inspiration here every day. Inspiration in the many people who cannot give money but give even more time. Volunteers have always been the lifeblood of our agency and are more critical than ever, and this year more plentiful. I find inspiration in the young people who serve as interns, preparing for a life of giving back to their communities. And I find inspiration in the leadership of our organization, an active board and special individuals like those below. I celebrate that we reached almost 108,000 people last year. Celebrate with me as you read our annual report.

Breathe Healthy is a publication of Breathe California of the Bay Area

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Cover Photo:



On display at the January 2010 Green Transportation Showcase were 24 alternatively-fueled vehicles. See story page 5.



Roslyn Bienenstock



Lynn Smith

Margo Sidener

**Awarded
in 2010**

The Board and staff of Breathe California of the Bay Area are proud to honor Roslyn Bienenstock for Most Valuable Volunteer and Lynn Smith for Most Valuable Staff. They were presented the awards at the Breathe California biennial state conference on April 24, 2010.

Roslyn Bienenstock has been a critical member of our organization's leadership team for over 20 years. She has served in every major office and has represented us at the state and national level. Roslyn first became involved with our agency when she served as the Chief of Respiratory Therapy at Children's Hospital at Stanford, by serving on our professional education and scholarship committees. She joined the Board in 1989. Roslyn's biggest contributions lay ahead, with our restructuring into Breathe California! She has had a pivotal role throughout that process. Roslyn has served as the agency's representative on the Breathe California State Council the entire four years, has served on the State Strategic Planning Committee, all three State Conference Committees, and has twice represented Breathe California at the United for Lung Health lobby event in Washington, DC. She was the architect of our agency's new local research program and has now stepped forward as the first board member to become involved in major gifts solicitation.

Lynn Smith joined the Breathe California staff only four years ago but has fast become an indispensable member of the leadership team. Lynn came to our agency with thirty years of experience in the corporate world, specializing in running purchasing departments. As a victim of downsizing and off shoring policies at companies where she worked, she began to re-think her career goals and decided that she had a passion for helping others and wanted to work at a nonprofit. With a degree in communications from San Jose State University, and experience doing events for a nonprofit with which she volunteered, Lynn was hired for a combination public relations/ fundraising position and was promoted into the Director of Office Administration position a year later. Lynn not only settled into this position in record time, but she also continued her marketing to corporations and assisted the agency to take its accounting back in-house. When the agency was forced to cut staff positions, Lynn volunteered to fill numerous roles from assisting with communications to handling health fair arrangements, to helping with board meetings. Lynn is always the first to step forward when a new need arises; we are lucky to have her on our staff team!



Terry's Breathe California TV Show

Terry Trumbull, a member of our Board of Directors, both hosts and produces "Breathe California," a local public access TV show. The weekly half-hour program sponsored by Breathe California of the Bay Area focuses on Breathe California's critical issues, such as air pollution, smoking, indoor air quality, and energy.

In addition to helping Breathe California, Terry also teaches environmental law and policy at San Jose State, UC Santa Cruz, Santa Clara University, Menlo College, and Lincoln Law School. He has been involved with Breathe California for over 35 years and on the board as the environmental chair since 1993. He is also our past president.



Terry Trumbull (left) and guest Ken Yeager (right) on the set of the "Breathe California" TV show.

With years of environmental experience, Terry delivers knowledgeable information on lung health to viewers on his Sunday night show. Past guests have included local environmental leaders such as Supervisor Ken Yeager of District 4, Lisa Jensen from the Envision 2040 Task Force at the City of San Jose, and Megan Fluke of Sierra Club Loma Prieta Chapter.

Watch Terry in action Sunday nights at 11 p.m. on channel 15 of Comcast's system for San Jose and Campbell.

Special Events Help Propel Us Forward

Bike 4 Breath – July 10, 2010

Please join us for the 19th annual Bike 4 Breath fundraising ride to benefit Breathe California. Choose from four course routes for riders of all ages on the beautiful San Francisco Peninsula. Visit www.bike4breath.org to sign up and help raise money to fight lung disease.

Breathe of Life Walk – October 9, 2010

Save the date and plan to join us for our annual 5 kilometer walk around the beautiful campus of West Valley College in Saratoga. There will be food, music, and fun, and everyone is welcome. For more information, visit www.breathoflifewalk.org.

100-Year Anniversary – Spring 2011

Mark your calendars: March 2011 is Breathe California's 100-year anniversary and we will need volunteers for the celebration committee. Please continue to check our web site for more details.



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President & CEO

Margo Sidener,
MS, CHES

A Look Back at Another Year of Success!

Want to Know More?

Stay up-to-date with all the latest happenings at Breathe California by signing up for **Breathe Free**, our agency's monthly e-newsletter.



To subscribe, just send an e-mail to info@lungsrus.org or call our office at (408) 998-5865.

Smoking Prevention

During 2008-2009, Breathe California worked with wonderful groups of students from Gunderson, Leland, Lincoln, Pioneer, San Jose High Academy and Willow Glen high schools and turned them into **CLASP (Counseling Leadership Against Smoking Pressure) leaders**.

Breathe California trained high school students, who then lead a series of tobacco education classes at local middle schools. CLASP leaders learn to be responsible in protecting their own personal health and abstain from using tobacco. The 62 high school volunteer peer leaders worked with 617 middle school students, delivering four sessions of smoking prevention training to each.



CLASP high school volunteers teach middle school students about the risks of tobacco use.

Air Quality

Breathe California and the **Silicon Valley Clean Cities Coalition** conducted Odyssey events in 2008-2009 reaching over 11,000 people. Odyssey events take place nationwide and are dedicated to promoting cleaner alternatives in transportation.

In February 2009, Breathe California and the Silicon Valley Clean Cities Coalition participated in an electric bus demonstration at San Jose City Hall. At the event, Proterra, a Colorado-based company that has been designing and manufacturing the world's most efficient commercial vehicle technologies, unveiled a state of the art zero emission fast-charge battery-electric school bus to a crowd of 200 school officials.

Breathe California's youngest volunteers, from Trace Elementary Kindergarten class, toured the bus and presented thoughts on why clean buses are important.



Trace Elementary kindergarten class rode the Proterra electric bus at the Clean Cities Coalition Odyssey event.

Community Health

We are excited to announce that our **Equipment Provision Program** served the most ever patients and caregivers to-date during the 2008-2009 year— 1,183.

The Equipment Provision Program connects at-need patients with donated pieces of respiratory equipment, including C-PAP/Bi-PAP machines, peak flow meters, nebulizers, and air purifiers.

If you or someone you know needs equipment, we require a current prescription and you may be placed on a waiting list depending on what we have available.

Breathe California staff lead educational presentations on lung health topics at various corporation brown bag events, community centers, and senior centers for 2,986 people.

Over the past year, we conducted many lung screenings and asthma seminars for over a thousand people throughout the South Bay and we administered 461 lung health screenings with spirometry tests to show how well participants' lungs were working.

Training Trainers

546 parents, school nurses, teachers, and child care providers completed training seminars on asthma and indoor air quality.

The trainings educate parents of the causes of asthma, types of medicine how to use them, how to cope with a child with asthma, as well as recognizing what inhaled allergens are. School nurses, teachers, and care providers learn about air pollution alerts and how to handle them, how to use respiratory therapy equipment, what are the latest asthma drugs and laws, and coach

them on how to talk to parents about the dangers of second hand smoke on their children and give advice on how to discuss quitting.

Breathe California Advocacy Efforts 2008-2009

Volunteers and staff engaged public officials at the federal, state and local levels to express the organization's positions on issues related to lung health. Breathe California was the sponsor of **AB 574**, which was vetoed by the Governor but would have required smoke-free hospital campuses. Along with several other vetoed tobacco bills, **AB 400** would have banned e-cigarettes.

Air quality bills we supported, including multifamily recycling, energy efficiency financing, infrastructure for plug-in-hybrids, port pollution regulations, and energy audits, were signed into law. A landmark victory was won with strong diesel regulations passed by the California Air Resources Board. The passage of high-speed rail and BART extension ballot measures were high points, among other efforts including a resolution by the City of San Jose to encourage secondhand smoke protections in multi-unit housing complexes. Breathe California also increased efforts to win smoke-free outdoor dining areas and smoke-free parks in several local cities.

Health Fairs

Each year, Breathe California participates in health fairs throughout the Bay Area to educate the public about critical lung health issues. At these events, we answer questions, hand out health information, talk about our various agency activities, as well as provide lung screenings upon request. During the 2008-2009 year, Breathe California participated in 145 health fairs and reached 23,479 people.

Community Connections

Through Community Connections, a project funded by a grant from the California Department of Health Services, Breathe California has focused its efforts on facilitating new smoking policies (both public and private) for parks and multi-unit residential complexes. In 2008-2009, the tobacco-free community outreach events reached over 1,100 members of high-risk populations such as youth, African Americans and Asian Americans. Breathe California staff met with, educated and convinced politicians to adopt important lung health-related policies, which will hopefully turn into laws. By working with local governments, community groups and property managers, our goal is to ensure that non-smokers do not have to put their health at risk while at home or enjoying a public outdoor venue.

Breathe California Year-End Financial Statements Year Ended June 30, 2009

Statement of Activities

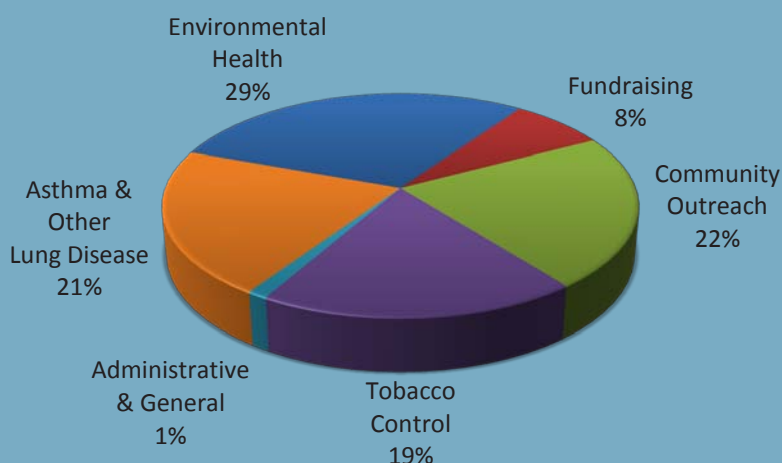
REVENUE

Individual Giving	127,831
Government Grants	435,259
Donated Supplies, Services & Equipment	224,636
Program Fees & Earned Income	71,538
Special Events	59,551
Corporate & Foundation Gifts	11,674
Other	4,351
Total Revenue	\$934,840

EXPENSES

Programs & Services	1,062,092
Fundraising	88,073
Administrative & General	14,481
Total Expenses	\$1,164,646

Expenses by Program Area



All figures are according to audited financial records for the fiscal year starting July 1, 2008 and ending June 30, 2009.

You can view a copy of our entire financial report by visiting our website, www.lungsrus.org, or by calling us at (408) 998-5865.



The 2009 Breath of Life Walk participants waiting to begin at the start line.

Breath of Life Annual Walk

The 2009 Breath of Life walk raised over \$45,000 to help fund our continuing fight for cleaner air and healthier lungs. For the 9th year in a row, community members participated in the five-kilometer walk through West Valley College in Saratoga. Over 300 walkers, staff, volunteers and vendors attended the event. Join us October 2010 for more food, music, prizes and a ton of family fun.

Green Transportation Showcase

This past January, the Silicon Valley Clean Cities Coalition hosted the Green Transportation Showcase at the Club Auto Sport Fast Lane to Clean Technology Incubator. Proceeds benefited the Electronic Transportation Development Center and Breathe California.

The one night event featured informational speeches, 16 breakout sessions, an alternative fuel technologies discussion and meet and greets with many of the area's clean energy industry visionaries. Volunteers on Segways directed attendees to the various breakout sessions about different alt-fuel technology and vehicle projects. On display were 24 alt-fuel vehicles that run on a variety of environmentally friendly fuels.

In his opening remarks, Club Auto Sport owner John Davis outlined the need to bring alt-fuel technology into the mainstream. Breathe California would like to thank Club Auto Sport for showing their commitment by donating space for the event.

Over 130 stakeholders, including fleet managers, elected officials, business leaders and media representatives attended the event. The evening ended with a raffle and one lucky grand prize winner walked away with a brand new electric motorcycle.



Our Wonderful Interns



Pictured from left to right, Robin Miller, Jennifer Jenkins, Jeannette Robles, Jolyn Kou and Johnny Nelson.

Volunteers Needed for Cancer Research Petition Project

We need your support: Breathe California is working with the American Cancer Society, American Heart and Stroke Associations, the Campaign for Tobacco-Free Kids and others to get an important measure on the California statewide ballot.

The initiative, **California Cancer Research Act**, would increase tobacco taxes by \$1.00 per pack and the revenues would be invested in California's cancer research community, funding for cancer and anti-tobacco-related education programs, enforcement of tobacco control laws and tobacco cessation programs.

Over the past 10 years, tobacco companies have spent 10 times as much on marketing tobacco to Californians as the state had spent on tobacco education. The CDC estimates approximately 438,000 deaths occur each year in the United States because of the effects of cigarette smoking.



Volunteer signing the California Cancer Research Act petition.

The California Cancer Research Act would triple the state's funding to fight back against big tobacco companies. If you would like to help collect signatures, please give us a call. Additional information about the measure can be found at www.californiansforacure.org.

LOCAL PROGRAM UPDATE

New Board Member: Sue G. Murphy



Breathe California is excited to introduce the newest member of our Board of Directors: Sue G. Murphy, Chief Operating Officer at Kaiser Permanente Santa Clara Medical Center. She has worked for California's largest Health Maintenance Organization (HMO) since October 2006.

Prior to her current position, Sue was the Hospital Director at Santa Clara Valley Medical Center, 1997-2006. She began her residency at SCVMC in 1986, during which she served as assistant and associate director of professional and support services. She previously held similar administrative management positions at UCSD Medical Center, San Clemente Hospital and Ingleside Hospital.

Currently, Sue is a member of the NOVA Workforce Board of Silicon Valley, serves on the Board of Directors of the JW House and is an honorary director of the Valley Medical Center Foundation. She previously served on the South Bay Executive Committee of the Hospital Council of Northern and Central California and held officer roles from 2001 until 2005. She chaired the Silicon Valley Workforce Coalition and the California Statewide Health Laboratory Workforce Initiative. Additionally, Sue was a member of the Executive Committee and Board of Trustees of the California Healthcare Association.

In 2002, Sue received the YWCA "Tribute to Women in Industry" award, and the "Women of Achievement" award for public service. A Duke University graduate, Sue holds a Masters Degree in Health Administration and a Bachelors Degree in Management Science. Sue is married and has two daughters. She and her family reside in San Jose.

Press Conference Calls for Smoking in Movies Ban

On February 26, Breathe California held a press conference to encourage South Bay decision-makers to look at the 2009 Thumbs Up! Thumbs Down! (TUTD) Program data and contact film studios to demand that smoking in youth films be banned.

The TUTD Program, created by Breathe Sacramento-Emigrant Trails, annually presents the Hackademy Awards, to raise awareness of the impact of tobacco use in films on pre-teens and young adults. Approximately 300 movies are reviewed each year and rated for their tobacco content and perceived messages by the youth reviewers. Thumbs Up! winners and Thumbs Down! losers are announced at the annual awards ceremony.

The Thumbs Up! winner was smoke-free *Transformer: Revenge of the Fallen* and Thumbs Down! went to *Nine* for smokiest movie of '09. Youth volunteers from Latino College Preparatory Academy and William C. Overfelt and Independence High Schools presented



Luis Garcia, Jocelyn Santarosa and Erandi Rizo present the 2009 winners and losers of the Thumbs Up! Thumbs Down! at AMC Saratoga Theatre.

the startling data and the awards at the AMC Saratoga Theatre lobby in San Jose to a group of media, community partners and government representatives concerned about tobacco and issued a call to action to the entertainment industry calling for an end to the glamorization of tobacco. We'd like to thank Kevin Martin at AMC Saratoga and his staff for their help.

Help Us Fight Lung Disease!



Donating is easy!

Just use the reply envelope in this magazine or donate online by visiting www.lungrus.org.

100% of all gifts remain here in the Bay Area to help local residents breathe easier.

You can also offer your support via:

**Memorial Gifts
Vehicle Donations
Wills & Bequests
In-Kind Donations
AND MORE!**

We greatly appreciate your support. Every dollar helps!



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MAKING OUR WORK POSSIBLE

Thanks to Our Most Generous Supporters

Thanks to all those who generously supported Breathe California during the 2008-2009 fiscal year. Your support made it possible for us to continue fighting lung disease in all its forms. We would like to offer special recognition to our top supporters from the past fiscal year.

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Martha E. Sanfilippo Foundation
O'Connor Hospital
The Better World Group

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Santa Clara County Department of Public Health
U.S. Department of Energy
U.S. Environmental Protection Agency

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Ms. Violet H. Butler
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