



The Clean Air and Healthy Lungs People Since 1917

2006-2007 Annual Report

Vision for a Healthy Future



The past year was an exciting one for Breathe California of Sacramento-Emigrant Trails as we completed the first of a two year process to ensure that our mission is successful based on our core organizational values. We took on the critical challenge of exploring possible futures for our re-energized organization and redefined our mission. A team of 17 committed and passionate volunteers and staff, the Futures Task Force, worked throughout the year to explore possible futures for the organization. Alternative scenarios describing possible futures for the organization were developed and criteria to evaluate those scenarios were chosen

Our Mission

Breathe California of Sacramento – Emigrant Trails is dedicated to healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.

The Futures Task Force began the year with the opportunity to reacquaint itself with the organization’s exciting and successful 90 year history. What emerged was how consistently and effectively the organization has been using grassroots efforts to implement innovative programs to achieve results. Members also got to share what started their involvement with BC and why they were still there. It was a truly energizing evening for those in attendance.

Part of the process also included getting feedback from a dozen community advisors. Their feedback was key to understanding the image of the organization in

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We are proud of all of our accomplishments throughout the year, but some stand out above the rest:

WORKING FOR CLEAN AIR

- Four schools and more than 30 students from Placer, Sacramento, Solano and Yolo counties participated in the third year of our School Based Air Quality Assessment Project. The students also created an innovative campaign called “Pass Less Gas,” which encourages their peers to get out of their cars.
- The Health Effects Task Force completed the fourth and final monitoring of ultrafine particulate impacts from Watt Avenue Traffic at Arden Middle School and at an upwind site, and participated in measuring particulates during Placer County Air Pollution Control District’s Roseville Railyard Aerosol Monitoring Project (RRAMP).



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2006-2007 Program Highlights

- Written comments we submitted and public testimony was given before the Sacramento County Board of Supervisors multiple times regarding the General Plan update.
- Half of the Clean Air Agenda recommendations were revised to reflect new research and policies.
- Our Board of Directors drafted an initial global warming position statement and the Clean Air Awards Steering Committee compiled 15 personal actions to combat global warming.

- We recognized six Clean Air Champions for their outstanding efforts to clean the air in the Sacramento



Region at the 31st Annual Clean Air Awards Luncheon on May 24, 2007. The audience was inspired by a video greeting from U.S. Senator Barbara Boxer and keynote presentation by California Senator Darrell Steinberg.

WORKING FOR HEALTHY LUNGS

- 30,354 Asthma Tool Kits have been distributed to date, thanks to the generosity of Kaiser Permanente and world wide exposure through our website.
- Through continued grant opportunities from Catholic Health Care West, we continued to work with Folsom Cordova Unified School District on asthma in schools and improving school absenteeism.
- The Asthma Collaborative and Teen Asthma Task Force created teen-friendly asthma materials, including a question and answer style webpage on the



Breathe California website and a brochure which will be distributed in the community thanks to a generous gift from Citigroup/Smith Barney.

WORKING FOR A TOBACCO-FREE TOMORROW

- Fifty youth and young adults contributed over 1,200 volunteer hours and reviewed 163 movies to maintain the most comprehensive, youth driven database on tobacco use in the movies in the world. Thumbs Up! Thumbs Down! (TUTD) also served as a technical assistance advisor to collaborating partners and tobacco control organizations world-wide.
- In May the MPAA finally agreed to consider tobacco depictions in rating films. This is a step in the right direction, but more work needs to be done and a stronger policy needs to be created to further protect children's health.
- Over 150 people gathered around the red carpet to watch our TUTD youth volunteers arrived in a limousine for the Hollywood-style Hackademy Awards at the Sac State Alumni Center on February 13, 2007. The youth presented awards to entertainment industry professionals based on how tobacco was depicted in films, educated participants about the issue of the glamorization of smoking in film to the public's attention, and generated national and international media attention from Sacramento Magazine, KFBK, the Chicago Tribune, the Orlando Sentinel, CanWest News Service (Canada).

- STAND (Sacramento Taking Action Against Nicotine Dependence) encouraged three local apartment communities adopted smoke-free unit policies and created a smoke-free housing educational campaign that is now distributed statewide.



- The STAND Street Team provided free quit kits, peer-to-peer cessation interventions and tobacco education to thousands of young people at 12 community events, concerts and festivals with and about 50% of the young people (ages 15-24) who received the quit kits and peer-to-peer counseling quit smoking.

2006-2007 Program Highlights

YOUTH LEADERSHIP

- The 16-member Youth Advisory Board represented our organization in the written and spoken media, received a Clean Air Award for their work on the Air Quality Assessment project, developed an air quality advocacy campaign, and participated in the Thumbs Up! Thumbs Down! and STAND Street Team projects. They raised over \$1,500 for BCSET programs through a Board challenge, the Hackademy Awards, and the Celebrity Challenge Luncheon.
- Jean Runyon received the Regional Connectors Award at the Legacy of Leadership Awards from Valley Vision and generously designated the \$5,000 award to Breathe California of Sacramento-Emigrant Trails to support and expand our innovative youth programs.



FUNDRAISERS

- 2006 marked the Silver Anniversary of the annual Celebrity Challenge Luncheon. The event was held December 1, 2006, at the Radisson Hotel and raised \$87,500 with 350 people in attendance, including business and community leaders.
- On September 8-10, 2006, 300 Trekkers supported by 100 volunteers, biked the beautiful wine country of Amador and El Dorado counties for the 20th Annual Emigrant Trails Bike Trek. Riders enjoyed three days of cycling and two nights camping full on-road support, catered meals and in-camp activities and entertainment. The event raised over \$240,000 and 51 Trekkers were welcomed into the Winners Circle, raising over \$1000 each.



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the community. These people all agreed that just a few of the key factors that needed to be maintained were our credibility, local involvement and motivation, being a grassroots catalyst for change, and involving youth leaders and advocates.

Before discussing what alternative scenarios Breathe California might explore, the group discussed the reasons why the organization needs to reassess their mission and consider different futures. It was agreed that we needed a focus, a story to tell, and a way to prioritize limited resources. There was also a community expectation that we've created a new identity and now need to refine our mission to reflect those changes.

In the end, five draft scenarios were created and evaluated on key criteria, the most important identified as passion, potential impact, organizational focus, fundraising potential, and the opportunity to be a leader.

The entire board and staff came together in March to further refine this work and draft our new mission statement. The new mission adopted by the board is:

Breathe California of Sacramento – Emigrant Trails is dedicated to healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.

After this expanded mission was adopted, the group turned to coming up with exciting new programs that would further this mission. Four big ideas emerged, with one catching the most interest: Linking Youth, Air Quality, Global Warming and Energy.

Under the leadership of co-chairs Curtis Mekemson and Earl Withycombe, work in the coming year will focus on expanding and developing this idea.

2006-2007 Board of Directors

2006-2007 Officers

Arif Seyal, MD, *President*

Chief of Allergy, Asthma and Clinical Immunology, North Valley, Kaiser Permanente

Roni Abacherli, *President-Elect*

Support Services Supervisor, Radiology, Kaiser Permanente

Maureen Bryant, *Treasurer*

Earl Withycombe, *Immediate Past*

President

Environmental Engineer, California Air Resources Board

2006-2007 Board Members

Gil Albiani

Vice President, Lyon & Associates Realtors

Susan Bassett

Associate Director, Grassroots Advocacy, California Medical Association

Rex Bloomfield

Retired, Placer County Supervisors

Maureen Bryant

Tom Cahill, PhD

Nuclear Physicist

Norm Covell

Retired, Air Pollution Control Officer

Patricia Dean

Finance Supervisor, Abbot Laboratories

Cinde Dolphin

Marketing Representative, Coors Brewing Company

Tom Donnelly, MD

Retired

Brian Ivie

Chief Operating Officer, Mercy

Sunhee Kim

Youth Advisory Board

John Lindow

Pharmacist

Kaitlin Louie

President, Youth Advisory Board

Garry Maisel

President & CEO, Western Health Advantage

Chevelle Newsome, PhD

Associate Dean, Office of Graduate Studies, CSU Sacramento

Stephanie Nuccitelli

Student, UC Davis

Elissa Ouchida

Youth Advisory Board

Ralph Propper

Research Division, Cal EPA/ARB

Jose Reynoso

Vice President of Operations, OM Media

Pilka Robinson

Retired, former General Manager, Regional Transit

Jon Schwarz

Jean Shaw

Reverend

Jim Streng

Sue Teranishi

Employee Transportation Coordinator, Cal EPA

Gary Zavoral

Public Relations Specialist

2007-2008 Officers

Roni Abacherli, *President*

John Lindow, *President-Elect*

Ralph Propper, *Treasurer*

Arif Seyal, *Immediate Past President*

2006-2007 Staff

Jane Hagedorn

Chief Executive Officer

Judy Bruguier

Program Director, Clean Air & Trek

Donna Chen

Accounting Intern

Bonnie Eastman

Senior Program Manager, Asthma Collaborative

Jennifer Finton

Program Manager, Clean Air and Health Policy

Raquel Lopez

Office Manager

Carolyn Melville

Program Associate, TUTD, Youth Programs & Trek

Shelley Mitchell

Senior Program Manager, TUTD and Youth Programs

Gi-Diep Nguyen

Controller

Mey Saetern

Assistant Program Coordinator, Youth & Young Adult Tobacco Prevention Projects

Jenna Schwan

Communications Associate

Leslie Snoke

Program Director, Youth & Young Adult Tobacco Prevention Projects

Kori Titus

Senior Director, Policy and Communications, TUTD

Gustavo Torrez

Program Associate, Youth & Young Adult Tobacco Prevention Projects

Janelle Warren

Front Office Assistant

CONSULTANTS

Betty Turner

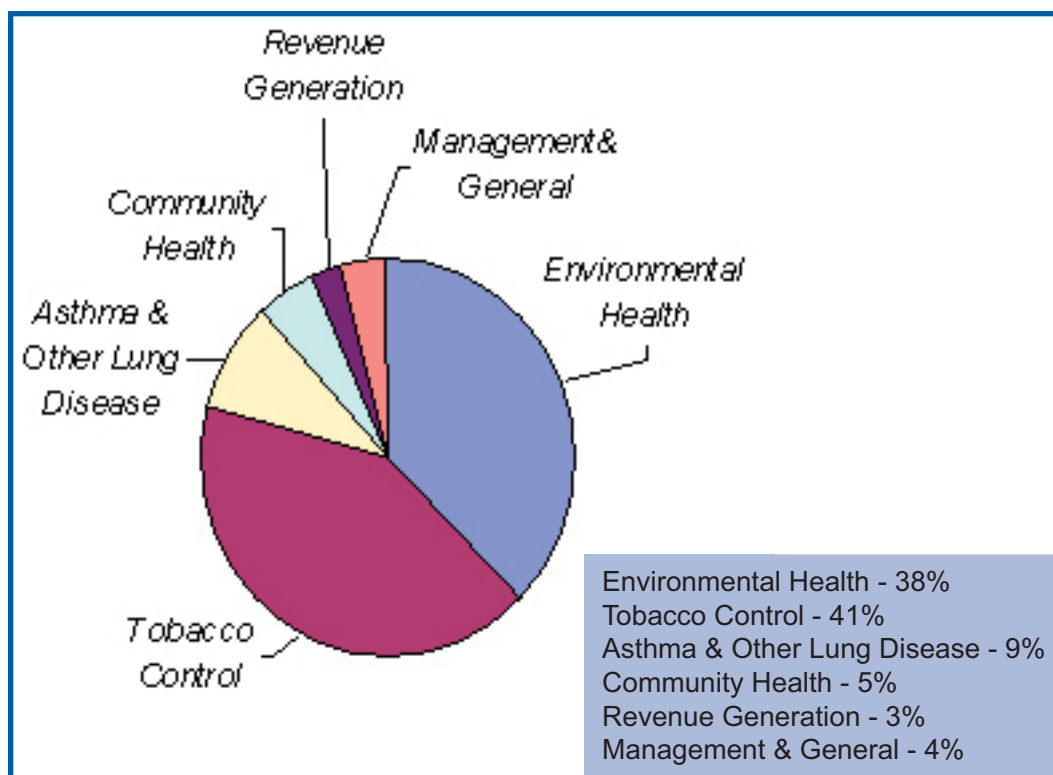
Health Effects Task Force Clean Air

2006-2007 Financials

Audited September 27, 2007 by
Gibson & Company, Inc.

A complete financial statement is
available from Breathe California of
Sacramento-Emigrant Trails

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Statement of Income and Expenses for the Year Ended June 30, 2007

Income		Expenses	
Public Contribution & Other	267,019	Clean Air	564,362
Special Events (net)	291,451	Tobacco Control, Edu. & Prevention	621,362
Bequests	255,498	Asthma & Lung Disease	140,428
Grants	699,666	Community Health	78,814
		Revenue Generation	40,292
		Management & General	57,986
Total Income	1,513,634	Total Expenses	1,503,244

Statement of Functional Expenses for the Year Ended June 30, 2007

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	183,166	278,125	59,238	6,189	28,836	29,131	35,468	555,553	64,599	620,152
Clerical Salaries & Gen Exp	19,008	28,009	7,090	5,748	24,234		10,180	84,089	10,180	94,268
Professional Fees	225,666	55,379	7,479	745	3,896	524	715	293,165	1,239	294,404
Payroll Tax Benefits & Business Insurance	73,035	125,006	21,156	2,249	11,663	7,749	6,693	233,109	14,442	247,551
Building Occupancy	14,334	21,706	4,702	846	3,763	2,064	3,393	45,352	5,457	50,809
Telephone	2,656	5,850	624	123	644	96	131	9,895	228	10,123
Meetings & Conferences	19,325	14,493	1,097	179	938			36,032	0	36,032
Office Supplies	3,262	9,659	11,312	70	367	63	373	24,670	436	25,106
Printing, Publications and audio-visual material	8,793	15,710	6,614	263	1,377	262	358	32,758	620	33,377
Postage & Shipping	2,563	4,900	616	120	629	59	81	8,829	140	8,969
Media Expense	717	8,884	196	39	202			10,038	0	10,038
Office Equipment	4,047	8,225	1,122	193	1,011	71	146	14,598	216	14,815
Dues & Subscriptions	1,698	2,939	485	96	500			5,717	0	5,717
Support of Special Projects	1,869	6,390	500	2	13			8,774	0	8,774
Incentive/Awards	1,640	20,804	328	50	261			23,084	0	23,084
Travel/Training	1,017	11,769	415	34	177			13,412	0	13,412
Depreciation	1,894	2,868	621	112	497	273	448	5,992	721	6,713
Total Expenses	564,362	621,361	123,407	17,022	78,815	40,292	57,985	1,404,966	98,277	1,503,244
	38%	41%	8%	1%	5%	3%	4%	93%	7%	