

WHAT'S IN STORE FOR 2010-2011?

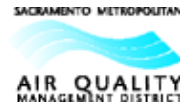
- An air quality iPhone application
- A new environmental education program
- More schools executing the Air Quality Flag Program
- The 15th Anniversary of the Health Effects Task Force
- Continuation of our Sacramento wood smoke study
- New fundraising opportunities, including a possible new fundraiser!
- More translations of "Your Asthma Book"

Contact us to find out how you can get involved!



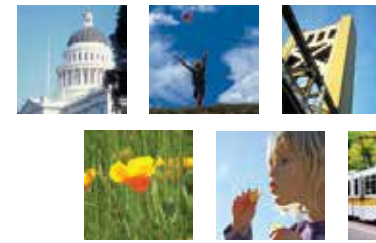
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2009-2010 MAJOR SPONSORS AND PARTNERS



*The sponsors/partners listed above supported us at the \$5,000 level or higher in 2009 - 2010

THE YEAR IN REVIEW 2009-2010 ANNUAL REPORT



At Breathe California of Sacramento-Emigrant Trails, we are able to continue our life saving work in our communities thanks to our dedicated volunteers, donors and sponsors. As we look back at the thousands of individuals and businesses who have had a hand in our success since 1917, we are inspired, as they are the reason we are still here.

Lorraine Hanson Erickson is an example of one individual whose support has helped us continue our work through these challenging economic times. Lorraine grew up in Minnesota, and moved to Rio Linda with her family in the mid 1920s and finally ended up in Sacramento. She worked for numerous state departments such as the Department of Social Welfare, the Department of Conservation, The State Board of Equalization, the Resources Agency, and the Franchise Tax Board. During the 40 years she worked for the State of California, she became simultaneously dedicated to helping local communities fight lung disease and air pollution. Our organization was only one of many she named as her beneficiaries, and it is clear that Lorraine knew the crucial benefits her support would create for the communities she grew up to love.

With Lorraine's help and the help of so many other individuals and businesses who have supported us over the years, we have been able to make important strides in cleaning the air, helping people better manage their asthma, and preventing young people from picking up their first cigarette.

For example, our Air Quality Flag Program has been implemented in a total of 14 schools, our free asthma resource "Your Asthma Book" has been translated into five languages and distributed nationally and internationally, and 44 multi-unit housing properties adopted and implemented smoke-free policies, with 31 of them being 100% smoke-free.

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.

With the help of our dedicated supporters, we have been able to transition into the organization we are today to continue the fight for clean air, healthy lungs and a tobacco-free future. If you would like to follow Lorraine Erickson's lead and name Breathe California of Sacramento-Emigrant trails one of your beneficiaries, contact Kori Titus at (916) 444-5900 ext. 210 or ktitus@sacbreathe.org for more information.



Ask. Investigate. Resolve. Project (A.I.R. Project)

- Approximately 31 students from four high schools conducted the A.I.R. Project (funded by the Sacramento Metropolitan Air Quality Management District and the Yolo-Solano Air Quality Management District) on their school campuses in Sacramento, Yolo and Solano Counties.
- The program reached over 5,300 area students and their parents.

Air Quality Flag Program

- Now in its third year, the Air Quality Flag Program (funded by the Sacramento Metropolitan Air Quality Management District) was launched at Ethel Phillips Elementary, Theodore Judah

Elementary and Fruitridge Elementary.

- The program reached a total of 1,479 students and parents from these three schools – (622 English speaking, 643 Spanish speaking and 214 Chinese speaking).

Health Effects Task Force

- Held four meetings of the full Health Effects Task Force, and a “Members Only” meeting for strategic planning purposes.
- Completed the Watt IV Study and Valley Transect Study, which was funded by Resources Legacy Fund.
- The Valley Transect Study and Roseville Rail Yard Study were submitted for publication in special issue of AAAR/AS&T and the organics portion of the study was submitted for peer review to the American Chemical Society Journal.
- Thanks to support from the SMAQMD, we initiated a wood smoke study at their Del Paso Manor site to measure ultrafine particulates, including organics.

Clean Air Awards Luncheon

- More than 300 attendees gathered for the 34th Annual Clean Air Awards Luncheon – which

was held on May 26, 2010, at the Sacramento State University Union Ballroom – to honor individuals, agencies, businesses, and youth who go above and beyond to clean the air in our region.

- This event was supported by fourteen community sponsors, with major support from the SMAQMD.
- The 2010 Clean Air Champions included John Mott-Smith (Individual Award), Ceronix, Inc. (Business Award), Sacramento State Hornet Express Shuttle Program (Government Award), Caltrans Division of Rail (Regional Award), the Citrus Heights Community Center (Smart Growth Award), and RESC:UE (Youth Leadership Award).
- A special Lifetime Achievement Award was given to Jane Hagedorn.
- The luncheon theme was “Take Action! Care for Your Air” and we helped celebrate the 50th Anniversary of the SMAQMD.

High School Art Contest

- Our 3rd Annual High School Clean Air Art Contest for students in grades 9-12 in public, private or home schools, was held in conjunction

2009-2010 BOARD OF DIRECTORS

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Pharmacist

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Research Division, Cal EPA/ARB

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Transportation Systems Management Coordinator, City of Roseville

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

Jean Shaw
Reverend

Sue Teranishi
Travel Green Policy Staff, Department of General Services

Earl Withycombe
Environmental Engineer, California ARB

2010-2011 Officers

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Sue Schooley, **President-Elect**

Jim Edelen, **Immediate Past President**

Jarvio Grevious, **Treasurer**

2009-2010 STAFF

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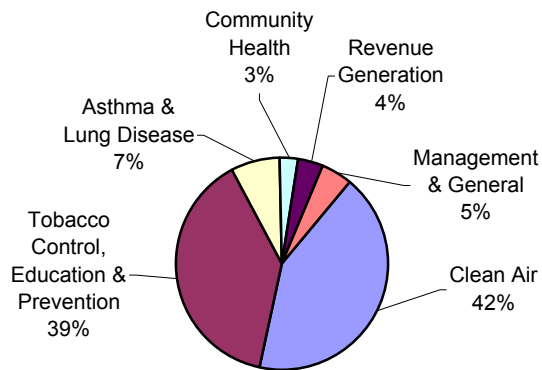
Janelle Warren
Program Assistant

CONSULTANTS

Jane Hagedorn
Policy

Lisa Schwan
Breathe California Statewide Conference Coordinator

Betty Turner
Health Effects Task Force



Statement of Income and Expenses for the Year Ended June 30, 2010

Income		Expenses	
Public Contribution	62,423	Clean Air	576,986
Special Events (net)	193,109	Tobacco Control, Education & Prevention	532,290
Bequests	168,348	Asthma & Lung Disease	101,349
Grants	899,334	Community Health	38,834
Others	103,966	Revenue Generation	51,634
		Management & General	65,097
Total Income	1,427,180	Total Expenses	1,366,190

Statement of Functional Expenses for the Year Ended June 30, 2010

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	178,738	231,798	35,487	4,369	11,038	22,120	38,278	304,812	60,398	365,210
Support Staff	20,867	26,466	9,613	3,455	13,114	11,871	9,202	64,520	21,073	85,593
Professional Fees	230,105	64,960	1,613	270	798	(69)	(54)	67,572	(122)	67,449
Employees Benefits	75,956	109,153	16,894	2,963	8,967	12,806	11,954	150,782	24,760	175,542
Business Insurance	4,441	5,132	584	117	344	607	473	6,783	1,079	7,862
Space Renting	14,025	18,070	3,119	541	1,671	2,349	3,283	25,749	5,632	31,381
Telephone/Fax	2,235	3,758	379	76	224	188	146	4,624	334	4,959
Meetings	24,122	10,521	1,489	297	878	897	699	14,082	1,596	15,678
Supplies	4,122	3,936	1,699	58	172	71	56	5,936	127	6,063
Publication & Printing	2,078	4,825	14,728	11	33	-	-	19,598	-	19,598
Shipping Cost	2,664	4,333	463	92	273	1	1	5,163	2	5,165
Media Expenses	33	5,549	7	1	4	7	6	5,569	13	5,582
Office Equipment	6,117	9,145	1,122	176	521	-	-	10,964	-	10,964
Dues & Subscription	546	810	115	23	68	28	21	1,043	49	1,092
Support of Special Proj.	1,289	12,854	-	-	-	-	-	12,854	-	12,854
Incentives/Awards	2,469	7,984	216	43	127	44	34	8,413	78	8,491
Travel/Training	2,860	7,568	187	32	95	714	998	7,882	-	7,882
Depreciation	4,319	5,428	947	164	507	714	998	7,761	1,712	9,473
Total Expenses	576,986	532,290	88,661	12,689	38,835	51,634	65,096	1,249,461	116,730	1,366,190

Audited October 5, 2010 by Gibson & Company, Inc.

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

with the 2010 Clean Air Awards.

- The theme was “Take Action! Care of Your Air” and there were over 150 entries from seven schools.
- Judges Dr. Phil Hitchcock, Art Professor and Director of Library Gallery, Sacramento State, and Dan Herrera, Adjunct Professor, Art Institute of California, Sacramento, chose 1st, 2nd and 3rd place winners in four categories - Design, Mixed Media, Fine Art and Photography and Video.
- The students who placed in the contest were invited to attend the Luncheon and were recognized.

Policy

- Two Brown Bag Lunch Lectures were held – one in October on California High Speed Rail and one in February to share the findings of Dr. Tom Cahill’s most recent study on particulates in the Central Valley.
- Participated in a national conference on “The Role of Vegetation in Mitigating Air Quality Impacts from Traffic Emissions” at the Environmental Protection Agency.
- Continued to support efforts around transit, complete streets, climate

change and reduction of particulate pollution generated by wood burning.

- Along with our statewide partners, drafted and sponsored legislation strengthening penalties for gross polluters by adjusting fines for inflation, which was unfortunately vetoed by the Governor.

Cleaner Air Partnership

- We continued public education and advocacy through the Cleaner Air Partnership – a partnership with the Sacramento Metropolitan Chamber of Commerce and Valley Vision that has been working for more than two decades to help the Sacramento region meet the clean air standards that protect health and promote economic growth.



Graphic Design
Cindy Phan, Sheldon High School



Ceramics
Joncarlos Adley, Vacaville High School



Fine Art
Claire Rosenfield, Angelo Rogriguez High School

Photography and Video
(not pictured)
Janus Kwan, John F. Kennedy High School



Asthma Collaborative

• In Spring 2010, our 41-member Asthma Collaborative created a flyer informing patients at doctor's offices and pharmacies recommending they see their doctor if their asthma is not under control – 2,755 flyers were sent out to pharmacies and school districts in the greater Sacramento area.

Asthma Workshops

• A total of forty families with children five years old and younger attended workshops held at Prarie Elementary, Charles Mack Elementary and Kennedy Elementary in the Elk Grove Unified School District to educate them about asthma.



Thumbs Up! Thumbs Down! Project (TUTD)

• Thirty-eight students participated in the project, contributing over 1000 volunteer hours to maintain the most comprehensive, youth driven database on tobacco use in the movies in the world.

• TUTD students' research served as the basis for the following pieces developed between Breathe California and UC San Francisco:

- an ad for Daily Variety based on TUTD and its Hackademy Awards.
- a report titled Film-Flam: How MPAA/NATO movie labels hide the biggest media risk to kids.

• The TUTD methodology and curriculum continues to be used nationally

and internationally as advocacy and media awareness activities.

Students Taking Action Against Nicotine Dependence (STAND)

• STAND completed 2-year grant with California Tobacco Control Program to decrease environmental tobacco smoke in apartment communities and vocational institutions.

• Forty-four multi-unit housing properties (aka apartment communities) adopted smoke-free policies, with 31 being 100% smoke-free and 27 owners and managers were trained on implementing smoke-free rentals.

• Three vocational or educational schools adopted and implemented smoke-free campuses: Heald College in Rancho Cordova, My Le Beauty College and City Beauty College, both in Sacramento.

ATTACK Toolkit

• Trained 109 individuals to use the online toolkit and website membership grew to 348 members.

• Sent out electronic blasts to 18,000 individuals and presented at conferences and workshops to promote the Toolkit, training opportunities.



Youth Advisory Board (YAB)

• The 2009-2010 Youth Advisory Board was made up of 21 students from 12 schools in Sacramento, Yolo and Placer counties.

Youth Summit

• STAND led the 19th Annual 3-day Youth Summit "Move 'Em Out: Get'n Rid of Tobacco," July 21-23, 2010, at Camp Tuolumne Trails in Groveland, CA.

• Thirty-three 13-17 year-olds from Yolo, El Dorado, Sacramento, and Amador Counties were trained on tobacco control issues, social norm change, public speaking, college preparedness, stress management, healthy lifestyles, and leadership skills.



Hackademy Awards

• With the help of our TUTD youth volunteers, we rolled out the red carpet on February 25, 2010, for the 16th Annual Hackademy Awards Red Carpet Event.

• More than 175 guests cheered for our youth volunteers on the red carpet, enjoyed a reception, live music performed by the Sheldon High School Jazz Band, and an educational awards ceremony designed to counter the harmful effects of smoking in film.

• Over \$30,000 was raised, thanks to sponsors including Presenting Sponsor Western Health Advantage, which will be used to support and expand our innovative youth-driven programs.

• Media coverage ran in the Sacramento Bee and several

Canadian media outlets, and Smoke-free Movies placed an ad in Daily Variety based on TUTD and the Hackademy Awards.



Emigrant Trails Bike Trek

• The 23rd Annual Emigrant Trails Bike Trek returned to the beautiful Napa Valley Wine Country, September 11-13, 2009, and more than 280 Trekkers, supported by 100 volunteers, enjoyed three days of cycling, camping and fun!

• Over \$240,000 was raised to help support our local programs and 43 Trekkers joined the Winners Circle, raising over \$1,000 each.

• Major sponsors of the event included Kaiser Permanente and Entercom Sacramento.

Health Fairs

• Our organization attended 31 health fairs reaching more than 9,320 individuals.