



BREATHE
CALIFORNIA
of Sacramento-Emigrant Trails

The Clean Air and Healthy Lungs People
Since 1917



*Drawing by Karen Kyutoku, Squaw Valley Academy
People's Choice Award Winner, 2014 Clean Air Art Contest*

2013-2014 ANNUAL REPORT

working to **CLEAN** the **AIR**



O24u at the Discovery Museum Summer Camp, 2014

through **EDUCATION**

“Good habits formed at youth make all the difference.” - Aristotle

O24u ENVIRONMENTAL EDUCATION

- With funding from the Sacramento Municipal Air Quality Management District (SMAQMD), the Yolo-Solano Air Quality Management District (YSAQMD) and the Mr. & Mrs. G. Kirk Swingle Foundation, BREATHE collaborated with the Sacramento Chinese Community Service Center, the Boys and Girls Clubs of Greater Sacramento, the Davis Kids Klub, and the City of Vacaville’s Thank Goodness Its Fun programs to implement O24u in 14 elementary schools, directly reaching over 1,500 students, parents and community members.
- Seven high school and college student interns were trained to conduct O24u activities in summer camps at the Discovery Museum and the Davis Kids Klub, serving over 200 students.
- The O24u curriculum was enhanced with a **new “Farm to Fork to Fuel” activity** to teach students about food waste, its impact on air quality, and its potential as a source of clean fuel and electricity.
- **Parent Education Events:** Building on the O24u program, BREATHE plans to conduct a series of “Family Night” environmental education events at school sites throughout Yolo and Solano counties with funding from the YSAQMD during the 2014-15 school year.

SCHOOL TO FUEL

- With funding from SMAQMD, BREATHE **launched “School to Fuel” a food waste recycling pilot program**, at AM Winn elementary.



Biodigester Tour, 2014



Students sort food waste

- Student leaders and adult volunteers learn to separate their cafeteria's food waste for conversion into clean fuel and electricity. School to Fuel will be implemented in Sacramento County schools in 2014-15.

HEALTHY SCHOOL AIR

- The new Healthy School Air program aims to train student volunteers to lead anti-idling and active transportation campaigns on their school campuses. The pilot program was initiated in Solano County with funding from the YSAQMD and in partnership with the Solano Transportation Agency.
- New funding from SMAQMD will allow BREATHE to bring the program to two Sacramento County schools in 2014-15.

Healthy School Air Campaign Anti-Idling Infographic



with ADVOCACY

PUBLIC POLICY

"It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent."
-Madeleine Albright

- "A vision of no net increase in air pollution achieved through energy and transportation efficient land use that supports healthy air quality for ozone, fine and ultrafine particulates, through a vision of walkable, bikeable, 'cool' communities linked by a clean-fueled transit network and framed by the open space of our region."
-BREATHE's Clean Air Agenda
- BREATHE's Policy Committee identified four priority projects to follow, support or oppose during the next fiscal year: Downtown Arena / Downtown Transportation study, the Folsom General Plan, Cordova Hills development, and the Jackson Highway Projects.
- BREATHE designed a **new Speakers Bureau** project to train new staff, Board members, key volunteers, spokespeople and other representatives to speak on behalf of the organization's mission, programs, and issues, to improve our outreach, advocacy and fundraising goals.



Earl Withycombe, Board Member perfects his elevator pitch at the inaugural BREATHE Speakers Bureau Training.

through **OUTREACH**

"I know that our bodies were made to thrive only in pure air, and the scenes in which pure air is found." -John Muir

CLEAN AIR AWARDS LUNCHEON

- The 2014 Clean Air Awards Luncheon, "Transforming Transportation," was held at Sacramento State University in May with major support from SMAQMD and Sacramento Regional Transit.
- The keynote speaker was Stuart Cohen, Executive Director of the Oakland-based non-profit, TransForm. The luncheon **attracted 314 attendees and 26 sponsors.**
- A group of 18 local businesses, non-profits, and government representatives, were represented at the Clean Air Showcase.

2014 CLEAN AIR CHAMPIONS

Sustainability Award Winners

- Atlas Refuel
- Palladin Private Security
- Mutual Housing California

Leadership Award Winners

- Cool Davis Foundation
- Maria Contreras Tebbutt, Woodland Bicycle Volunteer



Larry Greene and Scooter, Spare the Air Mascot, of SMAQMD

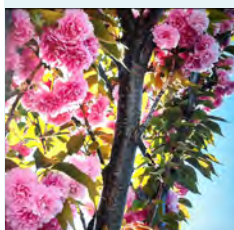


Steve Cohn, Maria Contreras Tebbutt, and Paul Adams



Cheri Davis, Event Chair

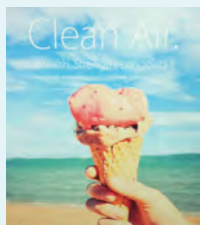
2014 CLEAN AIR ART CONTEST WINNERS



*Graphic Design First Place
Winona Bouthsarath,
Inderkum High School*

Photography First Place

*Miranda Espinoza,
Inderkum High School*



*Fine Art First Place
Karen Kyutoku,
Squaw Valley Academy*

Ceramics First Place

*Madeline Page,
Bella Vista High School*



ensuring HEALTHY LUNGS

with EDUCATION and PREVENTION

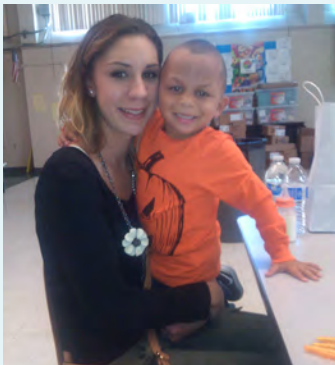
PARENT ASTHMA CLASSES

- BREATHE's Parent Asthma Program is funded by Kaiser Permanente and the Swanton and Swingle Family Foundations. The program's objective is to increase asthma awareness among parents, particularly parents of asthmatic children enrolled in the SETA and Yolo County Head Start programs. Asthma Collaborative volunteers provided classes in low-income communities with high asthma rates. Surveys proved that **classes help parents to better understand the causes and effects of asthma, to identify and reduce triggers, and to appropriately use medication.**

*"The BREATHE Parent Asthma Class was great. Everything was very well-explained. I now feel like I can really do something to help when my child suffers."
—Angelica and her son César at the Elkhorn SETA Head Start, May 2014*



Bianca and her son Marques. Bianca's advice for other parents, "Get on top of it, if you see your kids coughing definitely ask your doctor [about asthma]. Just ask!"



- Eight Parent Asthma Classes were held from November 2013 through June 2014 in the Sacramento region at Solid Foundation, Elk Horn, Mather, and Yolo County Head Starts. More than 118 parents, households, and Head Start staff learned how to manage their children's symptoms, triggers and medication.



Parent Asthma Class, June 2014

SCHOOL FLAG PROGRAM

“Thanks for making it easy. I have kids showing their parents the poster every morning when they come up to the school after the flag has been hung. It makes me smile.” - Daniel McCord, Principal at Crocker/Riverside Elementary on BREATHE’s School Flag Program

- A total of five elementary schools in the Sacramento County Public School District implemented the Air Quality Flag Program during the 2014 peak ground-level ozone season (May 1st through the end of October). The Air Quality Flag Program is designed to help school teachers, staff, coaches and parents protect children’s lungs on days when poor air quality poses a health threat.
- BREATHE introduced the Flag Program to three new schools in 2014: Crocker/Riverside Elementary School, Pacific Elementary School, and Father Keith B. Kenny Elementary School. Two schools were provided a “Flag Refresh,” Del Paso Heights Elementary School and Ethel Baker Elementary School.
- Thanks to BREATHE and SMAQMD, a total of **3,000 students, 6,000 parents, 150 faculty members and five surrounding neighborhoods can now protect their developing lungs** by modifying their outdoor activities if ground level ozone reaches harmful levels during this year’s Spare the Air season!



Crocker Riverside Elementary learns about the school flag program with help from Scooter

building a TOBACCO-FREE future

through RESEARCH

Sacramento Taking Action Against Nicotine Dependence (STAND)

- In early 2014, approx. 3,500 Sacramento City College (SCC) students, faculty and staff responded to an opinion survey developed by STAND regarding smoking on the campus – the largest survey response in the

STAND, continued

"You're always better off if you quit smoking; it's never too late." - Loni Anderson

Los Rios Community College District (LRCCD) in over 7 years. As a result, **the campus implemented a new Environmental Smoking Standard as of August 2014. The standard restricts smoking to 6 Designated Smoking Areas only.** STAND staff assisted in the project's execution with a detailed implementation plan, creating postcards and signage, and generating website content. The survey findings will be presented to the Chancellor of the district to prompt further smoking restrictions on LRCCD campuses.

Promotional material developed by STAND for a restricted smoking campaign at Sacramento City College

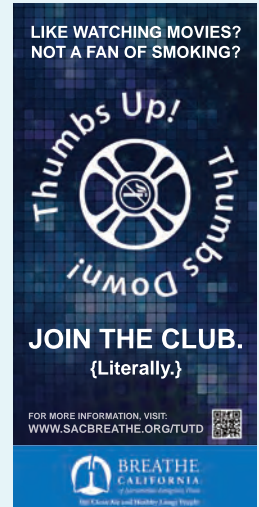


- STAND coordinated environmental campaigns on Los Rios Community College District campuses removing 3,800 cigarette butts, providing 150 Quit Kits to college campuses, and training 25 students to use motivational interviewing to assist fellow students to quit.
- BREATHE is the Community Partner in a Community Academic Research Award two-year pilot research project. The project seeks to evaluate the feasibility and effectiveness of smoking cessation interventions for college students that use a proactive outreach, compared with 'usual care.' Year one of the project has been completed, resulting in: (1) a new partnership with a local community college; (2) the development and approval of new recruitment messages, training materials and outreach and media tools; (3) the development, approval, and completion of required administrative and evaluation mechanisms, tools, and protocols; and (4) the launch of a research database. Intensive recruitment and implementation will begin August 2014.

THUMBS UP! THUMBS DOWN!

"I don't smoke and I don't want to smoke. I am not a fan of gratuitous smoking in films." - Edward Norton

- Thumbs Up! Thumbs Down! funded by the American Legacy Foundation, recruited, trained and maintained more than 40 youth reviewers. **An additional 40 student participants in the Asian Coalition for Tobacco Use Prevention (ACT-UP) program of the Sacramento Chinese Community Service Center** also trained as reviewers and participated in monthly meetings and reviews.
- Over 215 movies were reviewed for tobacco content using the TUTD evaluation method.
- TUTD data was published, in partnership with UCSF, in the CDC Morbidity and Mortality Weekly Report: Smoking in Top-Grossing US Movies, 2013.
- TUTD data was cited in the US Surgeon General's 50th Anniversary Surgeon General's Report on Smoking and Health.



*Thumbs Up! Thumbs Down!
2014 Brochure*

through **OUTREACH** HACKADEMY AWARDS

*"The true face of smoking is disease, death and horror - not the glamour and sophistication the pushers in the tobacco industry try to portray."
- David Byrne*

- Attendance for the Hackademy Awards increased, with the number of teens growing from 150 in 2013 to 270 in 2014.
- In 2014, BREATHE integrated student performers within the presentation for the first time ever, sparking more creativity and feelings of ownership over the event for teens.
- Student-made anti-tobacco PSA's were featured during the red carpet entrance
- The event raised \$17,350 for BREATHE's core operating expenses.



TUTD teens pose for a "thank you" photo for donors and sponsors

building BREATHE'S mission

through YOUTH VOICES

YOUTH ADVISORY BOARD

"I joined the Youth Advisory Board because I am passionate about making a positive change in our community. I personally care about healthier lungs, bodies, and air because along with having many friends who suffer with asthma, I've lost a few family members to lung cancer. I hope to inspire community members, especially youth, to live healthier lifestyles and to help us make cleaner air to breathe." -Claudia, YAB Member

- YAB members organized an Earth Day fair, as well as participated in several community fairs throughout the year. They developed original content for the BREATHE blog, including an article on the benefits of turning off your engine to avoid idling.
- The 2013-14 Youth Advisory Board (YAB) was composed of 16 students from ten different high schools across Sacramento, Yolo, and Placer Counties.



2013-14 Youth Advisory Board

by CYCLING

2013 EMIGRANT TRAILS BIKE TREK

"Nothing compares to the simple pleasure of riding a bike." - John F. Kennedy

- BREATHE celebrated 27 years of cycling for clean air, healthy lungs and a tobacco free future at its Annual Emigrant Trails Bike Trek in South Lake Tahoe on September 6-8, 2013.
- 204 Trekkers and 70 volunteers enjoyed three days of cycling, camping and fun.
- 17 cycling teams engaged in friendly competition for trophies and bragging rights.
- 34 Trekkers raised more than \$1,000 each and were admitted to the official 2013 Winner's Circle.
- The event raised \$179,000 in support of BREATHE programming.



Cyclist at the 2013 ETBT, South Lake Tahoe

2013 CLEAN AIR, HEALTHY LUNGS, & TOBACCO-FREE EMIGRANT TRAILS BIKE TREK CHAMPIONS



Trekkers are our heroes! They raise an immense portion of BREATHE's core operating budget with their cycling, fundraising, and positive spirit every year.

LOOKING AHEAD

FACES of ASTHMA: *empowering asthmatics to live their lives to the fullest with the power of storytelling*

Starting in July 2014, BREATHE began collecting stories from board members, donors, volunteers, program recipients, and caring parents about their encounters with asthma. The objective is to raise awareness about managing asthma and encourage asthmatics to live their lives to the fullest. Asthma should not slow anyone down!

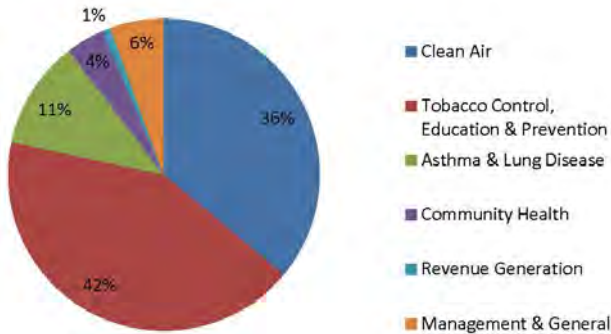
Moving forward, BREATHE will continue collecting these stories, including “tobacco truths” and “cases for clean air,” adding them to an online story bank. Our vision is for the BREATHE stories to help build the BREATHE brand; touch people’s hearts to inspire them to give, volunteer, take action; and reconnect partners to our mission.



A total outdoor person, Jupi loves running cross country, hiking, climbing, and playing baseball. But he wasn't always so athletic. Extensive exercise used to be hard for him, because he had breathing difficulties from age 3 on. At first he felt burdened by his inhaler, but as he grew older, fighting through lung health challenges only made him stronger. He successfully ran a 10 mile race and hiked the second highest peak in Yosemite. Both Jupi's respiratory problems and his mom's breast cancer were caused by environmental factors, so he got involved with Breathe California's Youth Advisory Board to make a difference.

FACES of ASTHMA Sample Story, August 2014

2013-14 FINANCIAL POSITION



STATEMENT OF INCOME AND EXPENSES FOR YEAR ENDING JUNE 30, 2014

Income		Expenses	
Public Contribution	40,388	Clean Air, Tobacco Control, Education & Prevention	340,294
Special Events (net)	127,792	Asthma & Lung Disease	309,321
Bequests	174,378	Community Health	105,902
Grants	552,424	Revenue Generation	37,752
Others	103,560	Management & General	8,059
			52,102
Total Income	999,542	Total Expenses	943,431

STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDING JUNE 30, 2014

Description	Over							Total Program Services	Total Support Services	Total
	Clean Air	Tobacco Control	Asthma Lung Disease	Community Health	Revenue Generation	Management & General				
Professional Salaries	140,456	199,004	48,380	5,169	15,238	5,543	27,063	407,948	32,805	440,454
Support Staff	30,542	27,158	3,058	2,219	3,850		8,869	68,547	8,888	75,713
Professional Fees	51,605	30,741	2,534	262	1,365			93,511	-	93,511
Employee Benefits	58,070	75,152	19,433	2,451	8,283	1,848	12,007	181,489	13,855	175,344
Business Insurance	2,850	4,501	741	51	281	85	302	8,403	388	8,770
Space Renting	12,388	17,371	4,342	566	1,856	429	2,776	36,526	3,205	39,731
Telephone/Fax	1,249	3,347	342	26	133	15	73	5,097	89	5,186
Meetings	8,364	1,342	350	28	142	7	10	8,445	13	8,458
Supplies	10,826	3,122	3,018	21	109	6	26	18,897	31	18,928
Publication & Printing	14,301	2,907	1,080	27	126	0	0	18,202	0	18,202
Shipping Cost	1,085	1,423	282	22	112			2,906		2,908
Media Expenses	10,670	3,118	44	4	20			11,855	-	11,855
Office Equipment	3,629	5,898	1,369	50	281			11,221	-	11,221
Dues & Subscription	870	1,628	172	15	77			2,560	-	2,560
Support of Special Proj.	50	5,131						5,181	-	5,181
Incentives/Awards	2,080	3,440	1,173	14	71			8,778	-	8,778
Travel/Training	1,007	2,305	348	7	35		4	3,703	4	3,707
Depreciation	4,342	8,888	1,522	190	850	190	973	12,862	1,123	13,925
Total Expenses	340,294	399,321	84,760	11,141	37,752	8,059	52,102	883,270	60,161	943,431

Audited November 28, 2014 by Gibson & Company, Inc. A complete financial statement is available from Breathe California of Sacramento-Emigrant Trails office, 909 12th Street, Sacramento, CA 95814

2013-2014 BOARD OF DIRECTORS

OFFICERS

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Human Resources, CISCO Systems *Integrated Media Sales Manager, Capital Public Radio*

Treasurer **Immediate Past-President**

Michelle Kessel-Harbart **Ralph Propper**
Director, Marketing & Operations, Avisen Securities, Inc. *Research Division, CalEPA/ARB*

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Manager, Kaiser Permanente *President and CEO, Ubuntu Green*

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Gordon Garcia, MD **Sue Schooley**
Allergist, Kaiser Permanente *Transportation Systems Management Coordinator, City of Roseville*

Kristin Gray **Arif Seyal, MD**
NextLevel IT *Chief of Allergy, Asthma and Clinical Immunology, North Valley, Kaiser Permanente*

Alex Kelter, MD **Sue Teranishi**
Retired *Retired*

Don Knutson **Suzanne Teuber, MD**
Retired *Professor of Medicine, University of California at Davis*

Max Mack **Earl Withycombe**
Business Development, Pro Cyclist *Environmental Engineer, California ARB*

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Health Advocacy Program Manager

Jana Greenberg
Program and Events Manager

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