

The Clean Air and Healthy Lungs People Since 1917

2005-2006 Annual Report

Same Vision, Same Organization, New Name!

We are the same clean air and healthy lungs people who have proudly served the Sacramento region since 1917, founded as the Sacramento Society for the Prevention and Cure of Tuberculosis. With our supporters and volunteers, we are continuing a tradition of breaking new ground and seeking original solutions to cleaning our air, improving lung health, and creating a tobacco-free future.



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Breathe California of Sacramento-Emigrant Trails is now the only Sacramento-based organization devoted to clean air, healthy lungs and a tobacco-free tomorrow that spends 100% of every dollar raised locally to improve the health and lives of our residents.

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

WORKING FOR CLEAN AIR

- Five schools and over 30 students from Sacramento and Yolo Counties participated in the **School Based Air Quality Assessment Project**, now in its second year. The project was featured in the Sacramento Bee, the UC Davis magazine, and mentioned on a PBS documentary.
- Seven Clean Air Champions were honored at the 30th Annual **Clean Air Awards Luncheon** on May 11, 2006. Kaitlin Kelly-Reif and Kaitlin Louie, received the first ever Youth Leadership Award for their work on the School Based Air Quality Assessment Project.
- 2006 marks the completion of four years of study by the **Health Effects Task Force** (HETF) on the health impacts of Watt Avenue traffic with special focus on Arden Middle School.
- We released the **Air Quality Index Activity Chart**, which gives schools, parents and coaches guidelines on appropriate and healthy activity levels for children and others on days when ozone levels are high.

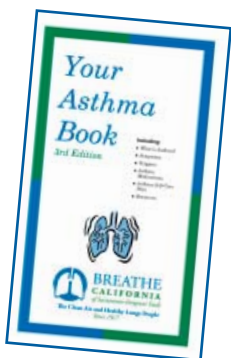
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www.sacbreathe.org
www.Scenesmoking.org
www.sacSTAND.org

2005-2006 Program Highlights

WORKING FOR HEALTHY LUNGS

- A **Teen Asthma Task Force** was created and is working closely with the **Asthma Collaborative** to design teen-friendly asthma materials, including a Website.
- 28,000 copies of the third edition of the **Asthma Tool Kit** were distributed worldwide to help people to better manage their asthma.



Sacramento County regarding the adverse health effects of secondhand smoke and the need for smoke-free multi-unit housing policies.

YOUTH LEADERSHIP

- Our youth programs received an award for Most Innovative Community Based Organization from Linking Education and Economic Development, also known as LEED, at the Honor Roll Awards Luncheon.



WORKING FOR A TOBACCO-FREE TOMORROW

- Fifty youth participated in the **Thumbs Up! Thumbs Down! Project** (TUTD) contributing over 1,100 volunteer hours. Members reviewed 156 movies to maintain the most comprehensive, youth driven database on tobacco use in the movies in the world.
- **Sacramento Taking Action Against Nicotine Dependence** (STAND) developed a hookah tobacco educational campaign that has been replicated statewide and educated over 8,000 teens, young adults and college students in the greater Sacramento area.
- The **STAND Street Team** provided free quit kits, peer-to-peer cessation interventions and tobacco education to thousands of young people at six community events, concerts and festivals.



- The 14-member **Youth Advisory Board** represented our organization in the media, as a Celebrity Challenge Luncheon keynote speaker, and as active volunteers for other youth programs, such as Thumbs Up! Thumbs Down!, AQ Assessment and STAND Street Team projects. They raised over \$2,000 for BCSET programs through a Board challenge, the Hackademy Awards and an 11-member youth Breathe California Walk team.

ANNUAL EVENTS AND FUNDRAISERS

- STAND educated young adults, college students, and apartment complex owners and managers in

- On September 9-11, 2005, 323 Trekkers supported by 100 volunteers, took to the hills for the **Emigrant Trails Bike Trek** (ETBT), biking some of Donner and Lake Tahoe's most scenic routes. Trekkers enjoyed three days of cycling and two nights camping in the historic Donner Memorial State Park. The event raised over \$267,000 and 64 Trekkers were welcomed into the Winners' Circle, each raising over \$1000 each. The funds are used to support lung health programs.

2005-2006 Program Highlights



- The fun and festive 24th Annual **Celebrity Challenge Luncheon** was held on December 2, 2005 at the Doubletree Hotel, and raised over \$75,000 with 350 people in attendance with business, community and media leaders present.
- Over 200 people attended the **Hackademy Awards** at the Memorial Auditorium on February 22, 2006. TUTD volunteers hosted a Hollywood-style awards ceremony, which brought the issue of smoking in film to the public's attention. The event generated extensive national and international media attention from KFBK Radio, Channel 13, The Florida Ledger, KPBS San Diego, UPN, the Fox National Network, Canadian TV stations and many more. The event raised \$7,850 to support youth programs.



- Despite rainy weather, on April 1, 2006, 283 **Breathe California Walk** participants raised \$29,600 and walked to support our local asthma programs. Jen-Ann Lee was our top fundraiser, raising over \$1,000.

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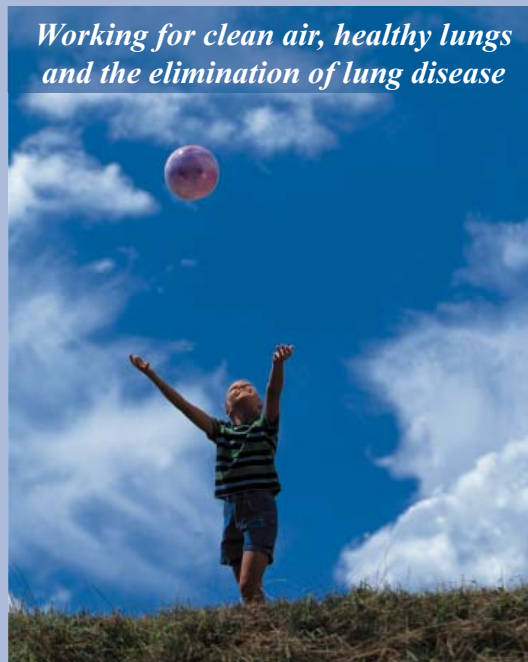
Formerly the American Lung Association of Sacramento-Emigrant Trails, because of our commitment to local, grassroots prevention and education programs, we changed our name to Breathe California of Sacramento-Emigrant Trails in February 2006. As an independent nonprofit focused on our communities, we ensure that 100% of every dollar raised stays in our community and improves the health and lives of our residents.

We are the same organization that pioneered smoke-free workplaces and restaurants, reduced smoking by 37%, made rice straw burning no longer a lung threat, helped bring light-rail to Sacramento, created the Asthma Tool Kit, and pioneered innovative youth programs like Thumbs Up! Thumbs Down!.

Thanks to our dedicated supporters and volunteers, we have been able to continue to be the leader in creative and successful local programs and initiatives as Breathe California of Sacramento-Emigrant Trails making the Sacramento Region a healthier place to live and breathe.

For more information about us or any of our programs, please visit us on the Web at www.sacbreathe.org or call us at (916)444-5900.

*Working for clean air, healthy lungs
and the elimination of lung disease*



2005-2006 Board of Directors

2005-2006 Officers

Earl Withycombe, *President*

Arif Seyal, MD, *President-Elect*

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

Maureen Bryant, *Treasurer*

Sue Teranishi, *Immediate Past President*

Employee Transportation Coordinator, Cal EPA

2005-2006 Board Members

Roni Abacherli

Manager, Kaiser Permanente

Gil Albiani

Vice President, Lyon and Associates Realtors

Susan Bassett

Associate Director, Grassroots Advocacy, California Medical Association

Rex Bloomfield

Former Placer County Supervisor

Tom Cahill, PhD

Retired

Wilton Carr

Astra Zeneca

Norm Covell

Retired Air Pollution Control Officer

Terri Davies

Specialist, City of Sacramento

Patricia Dean

Finance Supervisor, Abbot Laboratories

Cinde Dolphin

Marketing Representative, Coors Brewing Company

Tom Donnelly, MD

Retired

Anne Ferguson

Attorney, Hunter, Richey, DiBenedetto and Eisenbeis

Nancy Kincaid

Director of Consumer Services and Mitigation Programs, California Earthquake Authority

John Lindow

Pharmacist

Kaitlin Louie

Youth Advisory Board

Bobbie McCaffrey

Chief Nurse Executive Administration, Mercy San Juan Medical Center

Chevelle Newsome, PhD

Associate Dean, Office of Graduate Studies, CSU Sacramento

Stephanie Nuccitelli

Student, UC Davis

Debbie Payant

Sales and Marketing Manager Burger King Corporation

Ralph Propper

Research Division, Cal EPA/ARB

Jose Reynoso

Vice President of Operations, OM Media

Pilka Robinson

Retired, former General Manager, Regional Transit

Jim Streng

Gary Zavoral

2006-2007 Officers

Arif Seyal, MD, *President*

Roni Abacherli, *President-Elect*

Maureen Bryant, *Treasurer*

Earl Withycombe, *Immediate Past President*

2005-2006 Staff

Jane Hagedorn

Chief Executive Officer

Raquel Lopez

Office Manager

Gi-Diep Nguyen

Controller

Judy Bruguier

Director, Clean Air and Trek

Kori Titus

Director, Policy and Communications, TUTD

Shelley Mitchell

Senior Program Manager, TUTD and Youth Programs

Bonnie Eastman

Senior Program Manager, Asthma Collaborative

Leslie Snoke

Program Director, STAND Projects

Jennifer Finton

Program Manager, Clean Air and Health Policy

Carolyn Melville

Program Associate, TUTD, Youth Programs and Trek

Jenna Schwan

Communications Coordinator

Gustavo Torrez

Program Associate, STAND Projects

Jessica Gonzalez

Assistant Program Coordinator, STAND Projects

Janelle Warren

Front Office Assistant

CONSULTANTS

Betty Turner

Health Effects Task Force, Clean Air

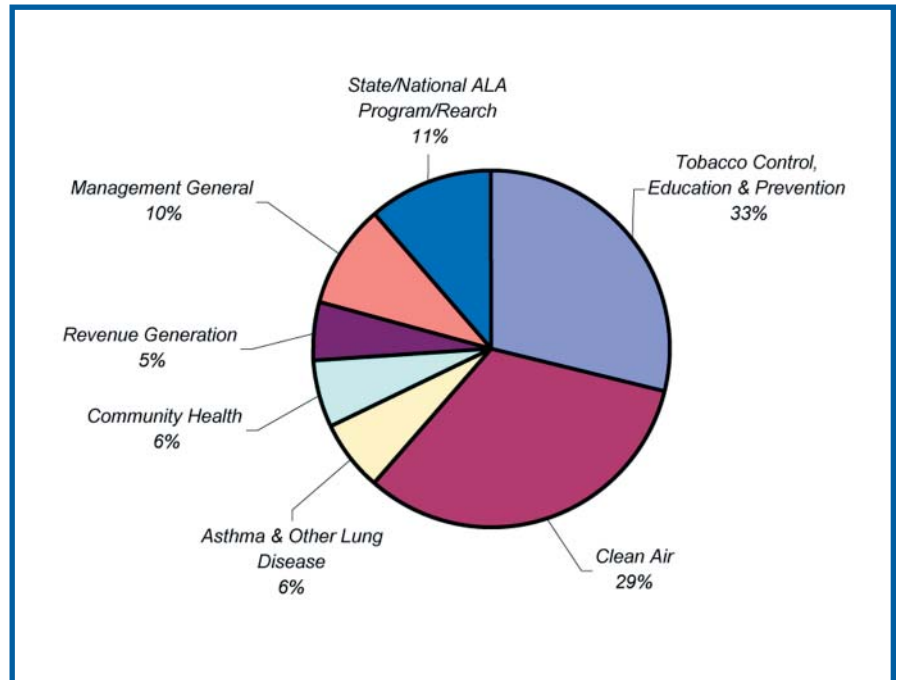
Carolyn Martin

Tobacco Policy

2005-2006 Financials

Audited November 16, 2006 by
Fritzsche Accounting

A complete financial statement is
available from Breathe California of
Sacramento-Emigrant Trails
909 12th Street
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www.sacbreathe.org



Statement of Income and Expenses for the Year Ended June 30, 2006

Income		Expenses	
Public Contribution	319,593.00	Clean Air	532,346
Special Events (net)	269,247.00	Tobacco Control, Education	598,488
Bequests	140,935.00	Asthma & Lung Disease	118,025
Grants	813,222.00	Community Health	113,414
Others	491,554.00	Revenue Generation	100,157
		Management & General	174,510
		State/National ALA Program	207,961
Total Income	2,034,551	Total Expenses	1,844,901

Statement of Functional Expenses for the Year Ended June 30, 2006

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	159,809	244,105	45,490	5,937	55,318	31,180	75,973	510,659	107,153	617,812
Clerical Salaries & Gen	6,989	15,670	6,994	6,080	21,431	-	30,284	57,164	30,284	87,448
Professional Fees	214,827	100,024	252	6,770	304	12	5,368	322,177	5,380	327,557
Payroll Tax Benefits & Employee benefits	14,540	23,599	4,613	970	6,044	2,586	7,814	49,766	10,400	60,166
Business Insurance	53,506	95,022	13,928	1,958	14,674	7,246	20,607	179,088	27,853	206,941
Building Occupancy	6,254	10,734	1,904	454	2,294	-	6,564	21,640	6,564	28,204
Telephone	11,298	27,564	2,995	715	3,607	-	1	46,179	1	46,180
Meetings & Conference	2,652	6,212	659	158	797	136	179	10,478	315	10,793
Office Supplies	23,563	3,317	588	140	709	-	150	28,317	150	28,467
Printing, Publications and audio-visual material	3,786	7,658	2,985	189	955	146	351	15,573	497	16,070
Postage & Shipping	9,807	18,471	6,724	645	3,258	38,826	13,390	38,905	52,216	91,121
Media Expense	7,188	12,642	2,115	497	2,510	19,999	11,817	24,952	31,816	56,768
Office Equipment	102	5,515	-	-	-	-	-	5,617	-	5,617
Dues & Subscriptions	2,148	4,265	532	127	641	26	2,012	7,713	2,038	9,751
Support of Special Proj	500	860	152	36	183	-	-	1,731	-	1,731
Depreciation	13,235	2,775	-	957	-	-	-	16,967	-	16,967
Youth incentives/grants	997	1,711	304	72	366	-	-	3,450	-	3,450
Travel/Grant	346	12,552	81	1,609	98	-	-	14,686	-	14,686
	799	5,792	350	45	225	-	-	7,211	-	7,211
Total Expenses	532,346	598,488	90,666	27,359	113,414	100,157	174,510	1,362,273	274,667	1,636,940
Support to State and National Programs and Research										207,961
							Total Expenses			1,844,901