2016 REPORT TO THE COMMUNITY

HELPING ALL MANITOBANS BREATHE WITH EASE

BREATHE
the lung association

Our Mission

As the recognized leader and primary resource in lung health, our mission is to enable all Manitobans to breathe with ease.

Our Vision

A province free of lung disease.

Our Values

Our primary belief is that no one should have to struggle to breathe.

Integrity - We maintain the highest possible standards of ethics and professionalism in all that we do.

Transparency - We are open and accountable for our actions.

Respect - We respect our clients, volunteers, donors and staff without discrimination and protect their privacy.

Innovation - Ongoing research and knowledge translation are essential to help us achieve our mission.

Excellence - Our programs follow best practices for lung health and have the highest possible impact on Manitobans.

Empowerment - We equip Manitobans to take care of their lung health.

Teamwork - We value and actively pursue collaboration and cooperation with provincial and national staff, volunteers and other partners and stakeholders.

Stewardship - We uphold the principles of due diligence in the management of our assets and raise funds only from legitimate sources that align with our mission.

Report from the Board Chair and President & CEO

Deborah Harri
Chair of the Board

Bill Pratt
President & CEO

Refresh. Rejuvenate. Revitalize. That's the kind of year we've had.

The Lung Association has been operating in Manitoba since 1904. We started in tuberculosis control and have evolved over the past 113 years to today. Recognizing that we must always be relevant to the people of Manitoba, we embarked upon a year of change.

Donors, patients and clients of programs and services are champions for hope, positivity and meaningful support. They expect us to mirror these qualities. They expect us to be a leader in helping Manitobans breathe with ease. It made a lot of sense to refresh our identity to reflect these qualities. We changed our logo and with that, we infused the organization with a new level of hope, positivity and meaningful support.

We are deeply committed to helping Manitobans breathe with ease. That's what we do. Support from individuals, foundations, businesses and governments make it possible for us to:

- Encourage and Support Research
- Protect the Air We Breathe
- Be There for People
- Celebrate Breathing

The stories that follow in this report have been made possible by generous donors, corporations, foundations and governments who believe deeply in helping all Manitobans breathe with ease.

> *We infused the organization with a new level of hope, positivity and meaningful support.*

Be There for People

Louisa (second from left) and her supportive family

For many years, with joint funding from the Government of Manitoba, we have been supporting people who want to quit smoking with a program called ManitobaQuits.

One of the recent participants was Louisa. She quit smoking in October 2016. It was a big part of her life and she hated it! During her first month smoke-free, she called the Lung Association frequently to get resources, support and friendly encouragement. That support continued with tips and motivational emails.

With the proper supports, everyone can succeed at quitting smoking.

Louisa participated in a celebratory walk with her family - proudly and loudly cheering for her! She now calls herself a non-smoker and is back to doing the things that make her smile.

Ann Friesen cheering for her daughter-in-law, Louisa.

Be There for People

Daniel Elias, double lung transplant recipient

Diagnosed with a rare auto-immune disorder at the age of 12, Daniel has struggled with health crises most of his life. In 2013, he received a bone-marrow transplant and due to complications from that surgery, his health deteriorated. Daniel was in dire need of a double lung transplant. Because of the selfless generosity of someone who understood the importance of being an organ donor, Daniel received a double lung transplant in February.

Now, Daniel actively participates in the Lung Association's lung transplant support group. He is determined to finish his engineering degree and put it to use creating and designing innovative technology to help others.

Daniel is a shining example of someone who is grateful for the gift of life and the importance of paying it forward. Go Daniel!

Organ donation is an extraordinary gift that can save a life.

Be There for People

More than 100 years ago a group of people in Manitoba made a decision. They decided that tuberculosis could no longer take lives and destroy families for no reason. They decided that people living with TB should have specialized care and attention. They decided to fight TB.

This is Katherine Bergan. In 1946, she was diagnosed with tuberculosis. She was sent to the St. Boniface Sanatorium where she was put in a body cast and given the devastating prognosis – she would never walk again.

Two years later, after a new drug treatment that was developed by researchers, she walked out of the sanatorium. She had been cured. Today, she is 93 years old.

Because of the generosity and forward thinking more than 100 years ago, Katherine is alive and well today! She beat TB because people cared enough to take action and get involved.

It is that same spirit of helping and donating that will propel the Lung Association forward into the future. It is the hope and positivity of donors, patients and clients of programs and services that will create the backdrop for more stories like Katherine's.

Together, we will ensure all Manitobans can breathe with ease.

Donations make a difference. Katherine is living proof.

Protect the Air We Breathe

Marijuana is on its way to being legal in Canada.

The Lung Association strongly cautions all Manitobans to avoid smoking marijuana.

We are concerned about the potential health risks associated with smoking marijuana. Second-hand marijuana smoke contains many of the same toxins and chemicals found in directly inhaled marijuana smoke. We are concerned about the potential harmful effects of second-hand marijuana smoke on children and youth.

This past year we communicated with the provincial government that we want marijuana to be treated the same as tobacco and e-cigarettes. We do not want people's health compromised by marijuana smoke. With donor support, we were able to work hard to protect the air we breathe.

Our bottom line is that we strongly caution all Manitobans to avoid smoking marijuana.

Support and Encourage Research

Meghan Azad is helping babies breathe easier because donors believe in research.

The Canadian Healthy Infant Longitudinal Development (CHILD) Study, and her research, focus on understanding how breastfeeding benefits maternal and infant health. The research is also investigating how to support breastfeeding mothers.

The study found that the longer and more exclusively babies were breastfed, the lower their risk of wheezing —which can be linked to asthma. The effect was especially strong in babies who were at higher risk because their mother had asthma. For these babies who were exclusively breastfed for six months, the rate of wheezing dropped by 62 per cent compared to babies who weren't breastfed at all. That is significant.

With donors supporting and encouraging research, more breakthroughs will continue to happen. Discovering new ways to help people breathe easier will transpire.

There are some incredibly gifted people here in Manitoba who care deeply about unlocking the big questions related to lung health.

Celebrate Breathing

Racers showing their reason for racing

When you can breathe, the possibilities are many. The Awesome Race for Breath in Brandon was a great demonstration of the commitment and determination of people to make a difference.

The Awesome Race for Breath was simply that – awesome! Twenty seven teams raced around Brandon to solve challenges at 12 different pit stops. It was a lot of fun that raised more than $18,000!

All you need is a sense of fun, adventure and desire to help.

Thank you to RANA Respiratory Care Group for being the lead sponsor!

Awesome Race sponsor, RANA

Celebrate Breathing

Sara and Helen Francis, tulip wrappers extraordinaire!

Sarah and Helen Francis believe in giving their time to help people breathe with ease.

For the past five years, Sarah and Helen have been wrapping tulips for delivery to more than 300 locations across Manitoba.

It all started when Sarah heard about the program through her high school. She thought it would be a good and fun opportunity to help a great cause as a family. Family is something that Sarah holds very close to her heart.

Tulip wrapping is a family affair she does with her grandmother, mother and father. "We always come home laughing and wait for the phone call or email asking us to return for the next year," says Sarah.

Together, the Francis family is doing their part to help others breathe with ease.

Since 1999, Manitobans have helped raise $1.3 million from tulip sales.

Board of Directors

We are governed by a volunteer board of directors who are community, medical and business leaders.

Deborah Harri, Chair
Brenda Dyck, Vice Chair
Jeannie Lee, Treasurer
Alison Bourrier
Dr. Juliette E. Cooper
Daniel Dabee
Arlene Draffin-Jones
Dr. Richard Keijzer
Dr. Clare Ramsey
Florence Carey
Dr. Helmut Unruh
Rhea Yates
Neil Johnston (to Dec 31/16)

Being there for people when they need help

The Lung Association's registered charity number is 107952798 RR0001

Financial stewardship is important to us. We adhere to the rules and regulations of the Canada Revenue Agency and are in accordance with Canadian accounting standards for non-profit organizations.

Our audited financial statements can be viewed on our website at mb.lung.ca.

Employees

Our employee team is comprised of experienced and professional individuals committed to helping all Manitobans breathe with ease.

Bill Pratt, President & CEO
Neil Johnston, Director of Health Initiatives
Laura Burke, Tobacco Coordinator
Jay Johnson, Coordinator
Marissa Trinidad, Administrative Coordinator
Corey Weir, Fundraising & Communications Coordinator
Valerie Amable, Tuberculosis Surveillance Clerk
Melanie Collao, Tuberculosis Surveillance Clerk

For More Information:

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