



Asthma and Allergy
Foundation of America

2017 ANNUAL REPORT GROWING OUR IMPACT



2017 AAFA LEADERSHIP

BOARD OF DIRECTORS

AAFA advances its mission to improve the lives of people with asthma and allergic diseases under the leadership of its dedicated board of directors.

Heidi Bayer
Chair

Lynn Hanessian
Immediate Past Chair

Dennis Cryer
Secretary

James Flood
Chair, Finance and Treasurer

Colette Martin
Chair, Marketing, Communications and Development, Audit Committee

Phyllis Arthur
Chair, Certification Program Subcommittee

Mary Ellen Conley, RN
Chair, Governance

Mitchell Grayson, MD
Chair, Medical-Scientific Council

Chris Ward
Chair, Public Policy and Advocacy

David Stukus, MD
Chair, Community Strategy and Services

Calvin Anderson

Margaret Anderson

Beth Eve Corn, MD

Stephen Coy

Jodi Daniel, JD, MPH

Prue Fitzpatrick

Richard Murray, MD

Ritesh Patel

Monica E. Randall, PhD

Francis Rienzo

Amy Rose

Sarbjit Saini, MD

Lawrence Schwartz, MD, PhD

David Stukus, MD

Philip S. Norman, MD
Emeritus

Victoria Matese, JD
Counsel

MEDICAL SCIENTIFIC COUNCIL

We are grateful to the members of AAFA's Medical Scientific Council (MSC). The MSC members serve in an advisory role to support AAFA's programs and services, and to ensure that the educational content is evidence based.

Mitchell Grayson, MD
Medical Scientific Council Chair

Miriam Anand, MD

Priya Bansal, MD

Clifford Bassett, MD

Joseph Bellanti, MD

William Berger, MD, MBA

Theresa Bingemann, MD

Allan Bock, MD

Teri Brown-Whitehorn, MD

Carlos Camargo, MD, MPH, DrPH

Beth Corn, MD

Shoban Davé, MD

Alison Ehrlich, MD

David Fleischer, MD

Roger Friedman, MD

Paul Garbe, DVM, MPH

Maureen George, PhD, RN, AE-C

Todd Green, MD

Matthew Greenhawt, MD, MBA, MSc

Teal Hallstrand, MD

Vivian Hernandez-Trujillo, MD

Debra Indorato, RD, LDN, CLT

Douglas Johnston, MD

Bridgitte Jones, MD

Michael Kaliner, MD

Neil Kao, MD

Rohit Katial, MD

Toshi Kawakami, MD, PhD

Sumita Khatri, MD, MS

Hirohito Kita, MD

Michael Land, MD

Phil Lieberman, MD

Vaishali Mankad, MD

Santiago Martinez, MD

Anthony Montanaro, MD

Angela Nace, PharmD

Neeta Ogden, MD

Reynold Panettieri, MD

Nancy Polmear-Swendris, MEd, RN

Jay Portnoy, MD

Lawrence Schwartz, MD

David Stukus, MD

Andrew Weinstein, MD

Sally Wenzel, MD

STAFF LEADERSHIP

Lynda Mitchell, MA
Acting CEO

Cary Sennett, MD, PhD, FACP
President and CEO
(through March 2017)

Melanie Carver
Vice President, Digital Strategy & Community Services

Susan Markley, MS, MBA
Vice President, Development

AAFA AROUND AMERICA

AAFA's five chapters work to advance the AAFA mission in their local communities. Regional chapters work with volunteers, health care providers, government agencies and local leaders in their community. They also provide a variety of services, educational programs and support.

AAFA Alaska Chapter
800-651-4914 toll-free
aafaalaska.com

AAFA Maryland-Greater Washington, D.C. Chapter
410-484-2054
aafa-md.org

AAFA Michigan Chapter
888-444-0333 toll-free
aafamich.org

AAFA New England Chapter
781-444-7778
asthmaandallergies.org

AAFA St. Louis Chapter
314-645-2422
aafa-stl.org

A LETTER FROM OUR CEO



More than 65 million Americans live with asthma and allergies. You probably know someone touched by these conditions. For some, asthma and allergies are life-threatening. As you read this Asthma and Allergy Foundation of America (AAFA) Annual Report, you will see how your support helps what we do.

While I am new to AAFA and Kids With Food Allergies (KFA), I know too well the importance of AAFA and KFA's work. Two of my sons have asthma and life-threatening food allergies. My family has experienced the challenges, fears, and unknowns of living with asthma and allergies - hospital visits, learning to study every ingredient label for allergens and knowing what could set off a potentially life-threatening allergic reaction.

I am grateful to be working with a group of dedicated staff, volunteers and supporters who are driven by helping others. Almost every day, our team hears about a tragic event caused by asthma or an allergic reaction. Ten people die each day in the U.S. from asthma. Food allergies result in 200,000 emergency department visits in the U.S. each year.

Thank you for your help as we try to eliminate these tragedies and improve the quality of life for those who struggle with asthma and allergies. We cannot do our important work without your support.

To your good health,

A handwritten signature in black ink that reads "Kenneth Mendez". The signature is fluid and cursive.

Kenneth Mendez
Chief Executive Officer



Special thanks to Lynda Mitchell for serving as the Acting Chief Executive Officer in 2017 while the Board of Directors conducted a search for a new CEO. In January 2018, Kenneth Mendez joined AAFA as our new CEO. Under Lynda's direction and care, AAFA positioned itself as a leader in patient-centered research on asthma and allergies.

EDUCATION

To educate people with asthma and allergic diseases, AAFA offers a variety of programs, resources and tools.

AWARD-WINNING BLOGS

AAFA and KFA both educate people with timely, award-winning blog content. Our blogs provide news, educational information and advocacy alerts. Medical News Today recognized both AAFA's blog and the blog of our **asthma & allergy friendly**[®] Certification Program as two of the best asthma blogs of 2017. Healthline also recognized AAFA and KFA's blogs as two of the best of 2017.

DISTRIBUTING EDUCATIONAL MATERIALS

Education is key to keeping everyone with asthma and allergies safe and prepared. This means educating parents, grandparents, family members, health care professionals, and educators. Check out the materials we distributed in 2017.

100

Community Awareness Partners and AAFA Chapters received Newly Diagnosed Kits

1,200

food allergy packets were sent to school nurses to help educate their school's staff

13,250+

Children received asthma and allergy education through AAFA's popular coloring book series

46,000+

Educational materials and awareness items distributed from our online store (launched in May 2017)

NEWLY DIAGNOSED FOOD ALLERGIES COURSE

KFA piloted a new online course for parents and grandparents of children with newly diagnosed food allergies. More than 500 people completed the "Managing Your Child's Food Allergies" course.

TRAINING CLINICIANS ON CURRENT ASTHMA GUIDELINES

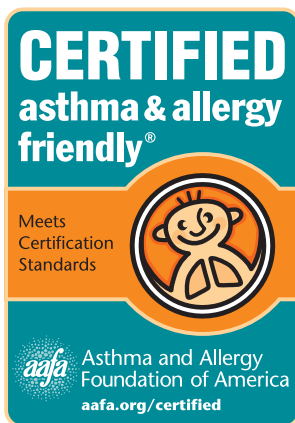
Through our Asthma Management Education (AME) program, we educated primary care practitioners, physicians assistants, respiratory therapists and registered nurses. We awarded continuing education credits to more than 6,000 allied health care professionals.



"One of the most critical things the AME program does is reach out to primary care clinicians and update their clinical knowledge about nationally accepted guidelines. The guidelines for asthma management are more than 400 pages. This program is three hours. That little bit of time can completely change someone's clinical approach to asthma care."

- Kathleen Slonager is the Executive Director of AAFA's Michigan Chapter. She is a registered nurse and certified asthma educator.

AAFA.ORG/EDUCATION



CERTIFIED asthma & allergy friendly®

In 2017, the **asthma & allergy friendly**® Certification Program tested 53 and certified 48 new products to give consumers additional healthier options. New items added to the program include products that improve indoor quality, prevent mold and dust mites and reduce other allergens. The program developed a standard to certify dehumidifiers.

Many companies put unproven and unregulated claims on their products. The **asthma & allergy friendly**® Certification Program empowers consumers to make informed decisions when choosing allergen-avoidance products. Our Certification Program tests and verifies products and services to ensure they meet our standards to reduce asthma and allergy triggers. Only products and services that pass every one of our tests will earn our certification. The **asthma & allergy friendly**® Certification Program is the trusted guide to help families through the complex process of creating a healthier indoor environment.



“The products are there beside you helping make your kids’ environment more healthy and friendly. I’ve tried other products of a similar nature and they aren’t the same. The CERTIFIED products are a higher quality. My advice would be to look out for the CERTIFIED label. I have seen such a big difference in my child who is particularly sensitive.”

- Tiffany Fetterman’s daughter, Alexis (pictured) is allergic to dogs, pollen, dust and mold. Tiffany uses seven CERTIFIED products in her home and recommends that other parents look into using CERTIFIED products as well.

Read Tiffany’s story at aafa.org/blog/tiffany

AAFA.ORG/CERTIFIED

COMMUNITY OUTREACH AND SUPPORT

We encourage anyone affected by asthma and food allergies to call, send us an email, or participate in our online communities to get support. Take a look at all the lives our community outreach and support impacted in 2017:

1,800
people (predominantly seniors) helped through our toll-free phone center

168,000+
unique users received critical information and support on our asthma community at community.aafa.org

570,000+
unique users received critical information and support on our food allergy community at community.kidswithfoodallergies.org

Our robust social media presence helps us raise public awareness of key issues. In 2017, we led several awareness campaigns through social media.

- **#FacesofFoodAllergies:** This photo contest addressed food allergy bullying. It also provided a support platform for kids with food allergies.
- **#TackleAsthma and #TackleAllergies:** This campaign empowered those living with asthma and allergies to share how they tackle asthma and allergy flare ups.

A COLLABORATIVE EFFORT TO PROVIDE DISASTER RELIEF

In 2017, AAFA partnered with support groups to organize disaster relief for families displaced by Hurricanes Harvey, Irma and Maria. AAFA worked with Food Allergy Kids of Atlanta and other support groups and food banks to get allergy-friendly food into disaster areas. AAFA also facilitated the donations of CERTIFIED **asthma & allergy friendly**[®] dehumidifiers in places impacted by flooding.



“Organizations, families and support group members all came together to help. It was a wonderful collaboration. We learned how to act quickly so if this happens in another area we have connections ready to go.”

- Karen Harris is the President and Founder of Food Allergy Kids of Atlanta. Karen has three kids with asthma and allergies. She also has food allergies and oral allergy syndrome herself.

Read Karen's story at aafa.org/blog/karen

AAFA.ORG/SUPPORT



ADVOCACY

Advocacy and public policy work are important for protecting the health and safety of those with asthma and allergies. AAFA advocates for federal and state legislation, as well as regulatory actions that will help medical and environmental issues. Below is a sample of the advocacy work we did in 2017.

AAFA National and our regional Chapters successfully supported the following:

- **Children's Health Insurance Program** funding is reauthorized by congress for 5 years.
- **Asthma Education and Asthma Environmental Assessment Program** is now available through Missouri Medicaid for children with uncontrolled asthma. Under the law, children can receive one hour of asthma education and two in-home environmental assessments per year.
- **Maintaining/increasing funding for asthma and allergy research.** AAFA prevented funding cuts to medical research. We want scientists and researchers to continue making great strides.
- **Asthma-Free Housing Act (Intro 385B)** will require landlords to in New York City to inspect their properties for asthma triggers, like mold and pests and remove them quickly and properly.

We are continuing to support the following:

- **School-Based Respiratory Health Management Act (HR 2285)** will protect students with asthma. It encourages schools to create action plans for all students with allergies and asthma. It also will allow schools to stock and administer quick-relief medicine, such as albuterol, without a prescription.

We opposed the following because we want to see laws that put patients first:

- **Graham-Cassidy bill** is introduced by congress to repeal the Affordable Care Act (ACA). AAFA successfully opposed it. It could have caused millions of Americans to lose health insurance. And, it could have made health insurance unaffordable to people with chronic conditions and low incomes.
- **American Health Care Act (ACHA)** attempted to repeal the Affordable Care Act. If it had passed, millions of Americans could have lost access to health care.

DECLARATION ON CLIMATE CHANGE AND HEALTH

On June 20, 2017, AAFA met with the Environmental Protection Agency (EPA) Administrator Scott Pruitt. In collaboration with several other organizations, AAFA presented a Declaration on Climate Change and Health. Asthma and allergy rates will continue to rise until we take action against climate change.



Lynda Mitchell, AAFA's Acting Chief Executive Officer, (center) and Melanie Carver, AAFA's Vice President, (not pictured) represented AAFA at a meeting with the Environmental Protection Agency (EPA).

RESEARCH

AAFA conducts and promotes research for asthma and allergic diseases. Research can help us gain a better understanding of illnesses and diseases, new medicines and ways to improve quality of life. Below are some highlights of our research work in 2017.

PROMOTING ASTHMA PATIENT ENGAGEMENT RESEARCH (PAPER) PROJECT

We continued our work on the PAPER Project to prepare people with asthma and their family members to participate in research. We trained more than 60 people through 4 in-person sessions. And, we released 11 training videos along with corresponding surveys, resulting in 2,750+ video views and 400+ survey responses.

MY LIFE WITH ASTHMA

We conducted an online survey about asthma and received more than 800 qualified responses. The survey showed asthma has a significant impact on everyday life. This is especially true for those with moderate to severe and uncontrolled asthma. We shared the results in a report entitled *My Life With Asthma* and presented an abstract and poster at the 2017 Eastern Pulmonary Conference in Palm Beach, Florida.

ATOPIC DERMATITIS IN AMERICA AND CONTROL ASTHMA

We finalized the data collection and analysis for two major research projects. Manuscripts are in progress for submission to peer reviewed journals.

- *Atopic Dermatitis in America* is a study looking into the prevalence of atopic dermatitis (AD) in adults. It looks at the impact of AD on the health and quality of life for those with mild, moderate and severe AD.
- *Control ASTHMA* is a study looking into physician perceptions about the health and quality of life for adults with severe asthma.

PARTICIPATING IN PATIENT-CENTERED OUTCOMES RESEARCH

AAFA partnered with researchers at Harvard Pilgrim to provide patient advisors to support the Asthma in Families Facing Out-of-Pocket Requirements with Deductibles (AFFORD) Project. The goal is to understand the impact of how different types of health insurance plans affect the outcomes of people with asthma.



“As a parent managing both food allergy and asthma, I want to show my daughter she can thrive in this world despite these diseases.”

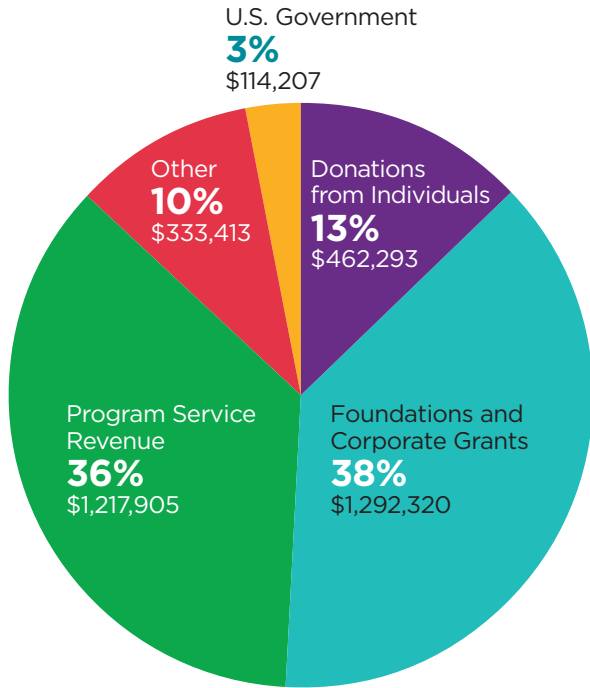
- *Diana Hanley serves on the advisory board for the AFFORD Project. Diana's daughter Jamie (pictured) has food and environmental allergies, as well as chronic idiopathic urticaria and asthma.*

Read Diana's story at aafa.org/blog/diana

AAFA.ORG/RESEARCH

FINANCIAL SUMMARY

The complete financial statements, from which we derived this financial summary have been determined to present fairly, in all material respects, the financial position of the Asthma and Allergy Foundation of America as of December 31, 2017, in conformity with generally accepted accounting principles. The audited financial statements for the year ended December 31, 2017, and IRS form 990, are available online at aafa.org.



REVENUE

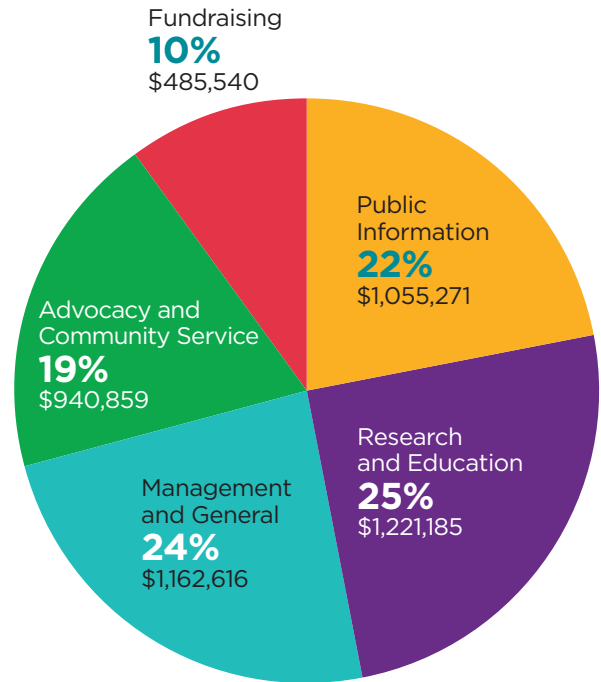
Financial Year Ended
December 31, 2017

Revenue Total: \$3,420,138

EXPENSES

Financial Year Ended
December 31, 2017

Expense Total: \$4,865,471



Ending Net Assets: \$3,361,459

**MORE THAN
83%**

of people said they definitely or probably would recommend AAFA to others

**NEARLY
84%**

of people agree or strongly agree that AAFA is dedicated to improving the quality of life for people with asthma and allergic diseases

**MORE THAN
87%**

of people said they definitely or probably would recommend KFA to others

YOUR ONGOING SUPPORT SAVES LIVES

Donate directly at aafa.org/donate

Donate in honor or memory of a loved one. Submit his/her name for tribute.

Start a fundraiser on behalf of AAFA through facebook, our web site or hosting an event.

Get your free fundraising kit at aafa.org/fundraise

Planned giving - Bequest AAFA through your will, retirement plan, life insurance, life income or stocks.

Call 800-7-ASTHMA to speak with a staff member. All inquirers are private and not obligated to make a gift.

OUR DEEPEST THANKS AND APPRECIATION

On behalf of the families and patients we serve, thank you to the following individuals, companies and foundations who make the work of AAFA and KFA possible. With their generous support, we advance our mission to improve the lives of people with asthma and allergic diseases. Because of these donors, we are able to provide life-saving education, research, advocacy and support. Thank you.



“I was so pleased to receive the package of educational materials for the patients in our office! This will greatly benefit them and their families. Thank you for the wealth of information and additional resources I can access.”

- Brenda S. Hoover, RN

MAJOR DONORS AND SPONSORS

We are deeply grateful for the support of our 2017 major donors and sponsors. Their generous contributions provide vital funding to expand our education programs for patients, families and caregivers.

\$100,000+

Genentech
Novartis
Regeneron
Sanofi Genzyme
Teva

\$50,000 - \$99,999

Consumer Healthcare
Products Association

\$25,000 - \$49,999

Dyson
GlaxoSmithKline
kaléo

Methapharm
Mylan Specialty
\$10,000 - \$24,999
American College
of Allergy, Asthma
and Immunology

Circassia
Covance
CVS
Enjoy Life Foods
LabCorp
Owen's Corning
So Delicious Dairy Free

\$2,500 - \$9,999

DBV Technologies
Sharon Gallagher
MedIQ
Millner Family Foundation
Sanguine
Stallergens Greer
Sunbutter
Surf Sweets
Welspun

\$1,000 - \$2,499

William & Michele Abu
Carrick

Lawrence Ellis
Hilary's Eat Well
Sarah Hodges
Ray & Lynne Keck
Beverly Matson
Richard Murray
Carlos Rodriguez
Debora & Gregory Romney
Mohamad Tawila
Elaine Walker
Matthew Zelesko

In addition to donors who support us directly, a number of individuals commit their personal time, talents and resources to host fundraisers in support of AAFA and KFA.

LIFE WITHOUT LIMITS™ SOCIETY

By including AAFA in their wills, these donors provide a legacy of support for people with asthma and allergic diseases.

Pearlie Akens
Mark Balsam
Ellen Bann
Bernice M. Behnke

M. Frances Bennett
Henrietta R. Bigante
Grace N. Brooks
Betty S. Christiana
Donald O. Christiana
Irene Corless
Joseph Desveaux
Charlotte Eiser
Joseph Eiser
Monica Foster
Lilian Frankel

Bessie Gruskoff
Kenneth Hastings
Theodore Hyla
John William Jackson
Elizabeth Johnson
Lida Johnson
Ann Virginia Kane
Katherine Karpenstein
Benjamin King
George A. Lane
Jacob Lichman

Jessie B. Marshburn
Alice Melady
F. Phyllis Morgan
Marie Orsi
D.N. Patel
Janie D. Patterson
M. Stephanie Plasek
Frank Triplett
Delphine Whaling
M. Agnes Wright
Miriam Yelsky
Doris M. Zulli

DONATIONS IN MEMORIAM

Each year, family members and friends memorialize individuals by making contributions in their honor. We honor their memory through our service.

Justin Aycock
Velma Barker
Lance David Barnes
Janice Baumgart
Courtney Benson
Greg Biscarr
Vincent Blose
Robert Bowerson
Kayleb Briggs
Travis Cadet
Christian Carlson
John Carlson
Debbie Casquarelli
Jordan Collins
Thomas Conforte
Travis Michael Coulter
Sterling Craig
Alexander William
Wallace Cruise
Todd Devert
Austin Dodds
Jane Downing
Florence DuPont
Tobey and Max Elkin
Brooke Elswick

Joseph Faustman
Jo-Ann Feit
Shirley Finkelstein
Esperanza Firpi
Vincent Flanagan
Jason Matthew Francis
Kimberly Giles
M Glovsky
Jamie Graham
Emily Greene
Cameron Groezinger-Fitzpatrick
Herbert Grubb
Mitchell Hart
Kara Kahn
Kizzy Keeble
James Keiser Jr.
Grampa Kelley
Jamie Kettler
Mrs. Knaus
David F. Kowalczyk
Amye Loring
Karen Lynch
Alexandria Mari
Mr. Marinan

Bob Marley
John Marr
Monique Martinez-Dominguez
Jeremiah Mickelson
Nathen Mills
Shelby Lee Minderle
Shane Moffat
Bart Moon
Michael Mullins
Joseph Murphy
Durand M. Onell
Chris Painters
Arjun M. Patel
Joseph Pizzolato
Dorothy Preston
Courtney Ramsay
John Reese
Susan Kay Reimer
Desmond Richards
Joshua Riddle
Tai Chao Rinaldi
Tina Rinddi
Randy Rozny
Margaret Ryan

Matthew Ryan
Kathy Saunders
Christopher Seal
Anne Seit
Annie Seitz
Brooke Lynn Seman
Sergio Sheppard
Nick Shutt
Keisha Simons
Thaddeus Skladanowski
Amanda Sutton
Mary Beatrice Thurston
Don Tomeo
Janice Turner
Katelyn Vanderpool
Javier Vega
Denise Weatherford
Mary Welsh
John Wenner
Zachary Wickell
Larry Wilkinson
Gertrude Wilson
Joe Yingst
Alfred Zikowitz

Support received between 1/1/17 - 12/31/17.

We also sincerely thank the many individual donors who generously supported our work.



You save LIVES.

Your support makes a difference to the millions affected by asthma and allergic diseases.

Because of you – our donors, volunteers and community members – AAFA is able to provide life-saving information and education to millions of patients and families. For nearly 65 years, AAFA has been dedicated to improving the quality of life for people with asthma and allergic diseases. We are honored by the many ways you support our mission. Whether you join our online communities, attend an awareness event, hold a fundraiser or support our advocacy efforts – you make a difference. Members of our Life Without Limits™ Society leave a lasting legacy by including AAFA in their wills and bequest plans, ensuring our mission will reach future patients and families. Thank you for the many ways you make a difference for all those we serve.

HOW TO DONATE

Online: aafa.org/donate

By phone: 800-7-ASTHMA

By mail: Asthma and Allergy Foundation of America, 8201 Corporate Drive, Suite 1000, Landover, MD 20785

If your company or organization has a matching gift program, please send AAFA the matching gift forms.

AAFA is a 501(c)(3) tax-exempt charity. Donations are tax-deductible to the extent of the law. AAFA's Tax ID is #13-1691693. Kids With Food Allergies is a division of the Asthma and Allergy Foundation of America.

The Asthma and Allergy Foundation (CFC #10583) is a proud participant of the Combined Federal Campaign (CFC) – the only way federal government military and civilian employees are able to support the agencies making a difference in the world through workplace giving donations!



In 2017, AAFA earned a Three Star rating from Charity Navigator. In 2017, The National Health Council (NHC) certified that AAFA met its rigorous Standards of Excellence in nonprofit transparency and accountability. AAFA is the only asthma and allergy charity that is a member of the NHC. AAFA also met the rigorous standards of the Better Business Bureau Charity Seal.



Asthma and Allergy
Foundation of America