



Breathe New Hampshire

Our mission:

To eliminate lung disease and improve the quality of life for those living with lung disease in New Hampshire.

Since 1916, we have been New Hampshire's only state-wide lung health resource, dedicated to ensuring that healthy lungs remain a priority. We are unique in that:

- We fill an important gap in our state's public health system, as New Hampshire has a limited public health infrastructure compared to other states.
- We are invested in the lung health of Granite Staters, and our financial support stays local to benefit those who live and breathe here.
- We are the only public health organization in the state focused on reducing the impact of COPD, asthma and the current threat to youth: vaping and nicotine addiction.

FINANCIALS

PARTIAL STATEMENT OF ACTIVITIES

	FISCAL YEAR ENDED	
	June 30, 2023	June 30, 2022
Public Support and Revenue:		
Contributions, Revenue and Income:		
Special Events & Other	\$ 13,689	\$ 47,406
Program Fees	18,946	11,795
Other Contributions	77,993	98,784
Investment Spending Policy	522,208	593,080
Total Public Support and Revenue	\$ 632,836	\$ 751,065
Expenses:		
Program Services & Advocacy	\$ 470,041	\$ 531,851
Management & General	32,869	87,094
Fundraising	156,105	142,404
Total Expenses*	\$ 659,015	\$ 761,349
Change in Net Assets from Operations	\$ (26,179)	\$ (10,284)

* In addition to the above expenses, the organization made a distribution from the Mary Fuller Russell Research Fund for medical research totaling \$119,987 during Fiscal 2024.

BOARD OF DIRECTORS

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of Philanthropy

Allyssa Thompson, Senior Director
of Programs

Message from the President

Dear Donors, Board of Directors, Staff, Friends and Supporters,

As we reflect on the past year, first and foremost, I'd like to thank our donors, corporate partners, and Board of Directors for your generous support. I am filled with immense gratitude and pride for all that we have accomplished together. At Breathe New Hampshire, our mission to improve lung health and support those living with respiratory conditions is made possible by the unwavering dedication and generosity of people like you. *Thank you.*

To our incredible volunteers, your tireless efforts and heartfelt commitment have made a world of difference. Whether organizing events, providing support to those in need, or raising awareness, your contributions have been invaluable. Your passion and hard work are the heartbeat of our organization, and we cannot thank you enough for the time and energy you have invested in our shared mission. *Thank you.*

To our generous donors, your support and confidence in our work has been the cornerstone of our success. The funds you provide enable us to expand our programs, support new initiatives, and reach more individuals who need our help. Your belief in our cause and your willingness to contribute are deeply appreciated. *Thank you.*

To our dedicated board of directors, you are the foundation of this organization that has stood the test of time in our meaningful work for over 100 years. Your enduring leadership, along with your deep responsibility to your fiduciary role and governance is a source of pride and sense of well-being for all of us. *Thank you.*

We are also profoundly grateful to our corporate supporters and partners. Your collaboration has been instrumental in advancing our programs and enhancing our impact. Together, we have tackled important issues and worked towards a healthier future for everyone in New Hampshire.

Thank you.

This year has been filled with remarkable milestones and exciting new ventures, all made possible by your collective support. We've empowered individuals with COPD, educated our youth about the dangers of vaping, and tackled environmental challenges with our Bag the Butts campaign. Our Eager Breathers Cruise provided enjoyment and support to those living with lung disease, and our new initiatives like Cafe Breathe and digital asthma toolkits, as well as our virtual curriculum for students, promise to further enhance our reach and impact.

Looking ahead, our vision is to continue being a beacon of hope and support in the realm of lung health. We aim to deepen our impact by expanding our programs and outreach, particularly in response to the evolving challenges posed by climate change. Our goal is to build on our successes, innovate new solutions, and ensure that every individual has access to the resources and support they need to thrive.

Thank you, from the bottom of our hearts, for your unwavering support and for being a vital part of our journey. *YOU* are the key to everything we do! Together, we are making a real difference, and we look forward to sustaining and expanding this important work with you by our side.

With heartfelt appreciation,



Maryanne Ferguson
President & CEO



Joel Rozen
Board Chair



Celebrating a Remarkable Year

Breathe New Hampshire, a dedicated non-profit organization championing lung health, is thrilled to reflect on a year brimming with achievements and milestones. Our commitment to improving lung health and supporting our community has never been stronger, thanks to your unwavering support. Here's a look at the extraordinary strides we've made together:

COPD Connect: Empowering Lives

This year, our COPD Connect program has been a beacon of hope for individuals battling chronic obstructive pulmonary disease (COPD). Through tailored support and resources, we've empowered countless individuals to take charge of their health, manage their condition more effectively, and lead fulfilling lives. The positive feedback and inspiring stories we've received highlight the profound impact this program has made on many lives.



Vaping Unveiled: Educating and Inspiring Change

Vaping continues to be a growing concern among our youth, and our Vaping Unveiled initiative has been at the forefront of this issue. We've actively engaged with schools and communities, providing critical education about the dangers of vaping. By fostering awareness and providing resources, we're helping to prevent the spread

of this harmful habit and protect our future generations.



Cafe Breathe: A New Chapter of Support

As we look ahead, we're excited to introduce Cafe Breathe, a new initiative launching this fall. Cafe Breathe will provide a monthly gathering place for individuals living with lung disease and their caregivers to connect, access information, and build a supportive community. This initiative promises to be a valuable resource, fostering camaraderie and offering a wealth of knowledge and support.



Bag the Butts: A Clean Community Initiative

Our Bag the Butts campaign has been a resounding success in promoting environmental stewardship and community pride. By encouraging the recycling of cigarette butts, we've tackled the environmental damage caused by litter and educated the public on the importance of keeping our communities clean. This initiative not only beautifies our surroundings but also highlights the significant environmental impact of cigarette waste.



Digital Asthma Toolkits: Enhancing Care for Children

In response to the needs of families managing childhood asthma, we've developed digital asthma toolkits. These toolkits are designed to equip caregivers with essential resources and strategies to better manage asthma and improve the quality of life for children. This new offering underscores our commitment to supporting families and enhancing asthma care.

Addressing Climate Change: Partnering for a Healthier Future

In addition to our core programs, Breathe New Hampshire has been actively exploring the intersection of climate change and lung health. We are collaborating with local partners to assess the specific needs of New Hampshire in the context of climate-related health impacts. By

with Breathe New Hampshire

understanding and addressing how climate change affects air quality and respiratory health, we can develop targeted strategies to improve lung health across our state. Our efforts include advocating for cleaner air policies, raising awareness about the health risks of pollution, and promoting community actions to reduce environmental impact. Through these initiatives, we aim to create a healthier environment that supports better lung health for everyone in New Hampshire.

This year has been a whirlwind of activity and accomplishment, and none of it would have been possible without the incredible support from our community. We extend our heartfelt gratitude to everyone who has contributed to our success. Together, we're making a real difference in the lives of those affected by lung disease and working towards a healthier, cleaner future. Thank you for being an integral part of our journey!

The Eager Breathers Cruise: A Day of Joy and Support

The Eager Breathers Cruise was a highlight of our year, offering a much-deserved day of relaxation and enjoyment for individuals living with lung disease. Set against the breathtaking backdrop of Mt. Washington, this event provided a unique opportunity for participants to enjoy a scenic cruise while receiving support from local doctors and respiratory specialists. The smiles and gratitude from attendees were a testament to the event's success and the difference it made in their lives.

Fundraisers: Driving Our Mission Forward

Our fundraising efforts, including the Fairways for Airways golf tournament and the Fun Pass Coupon Book, have been instrumental in sustaining and expanding our programs. These events not only bring our community together but also generate essential funds that support our ongoing initiatives. The generous participation and contributions from supporters like you play a crucial role in enabling us to continue our mission.



Program Highlights

Vaping Unveiled™

This fiscal year Breathe New Hampshire experienced the largest number of requests for our Vaping Unveiled™ program since March of 2020. While it was satisfying to share our program with many groups including middle school students, high school students, coalitions, parents, health care staff and school staff, it was concerning to note that we received an increase in requests for programs at middle schools. School staff and parents had become aware of an increase by this age group in the use of vapes.

We know that youth are apt to try vaping earlier on. In some cases, becoming nicotine dependent at a very young age. The brain is not fully developed until the mid-twenties. Middle school students still have several years of brain growth and changes in front of them. Using products with varying levels of nicotine can be particularly harmful at this age.

The lungs also continue to develop into the mid-twenties. Aerosols created by vape devices differ from solution to solution. In general, aerosols can irritate and inflame the lung tissue making anyone more susceptible to contracting respiratory viruses. Short- and long-term vaping may also lead to a dry cough, constant throat irritation, minor nose bleeds and lung damage.

Unlike cigarettes, there are several variables with vaping that make anticipating the health impact to an individual even more difficult. There are hundreds of devices on the market and thousands of solution flavors. Cigarettes

have two flavors: regular tobacco and menthol. Although there are many brands of cigarettes, the levels of nicotine tobacco companies' use in their product is consistent. Vape companies are regularly developing new e-liquid solutions and adjusting these solutions when a new regulation is put in place, or when they are warned for using particular ingredients. Solutions may have plant-based nicotine or synthetic nicotine. The nicotine levels vary by product. Batteries in the devices range in size and strength creating different volumes of aerosol. Additionally, how often someone vapes, how deeply they inhale and the solutions they choose to use can be quite different from person to person.

Through outreach to schools and in combination with new and existing partnerships Breathe New Hampshire delivered 70 programs this year. Vaping Unveiled™ took place in fourteen New Hampshire communities; Auburn, Concord, Chesterfield, Durham, Gilmanton, Hooksett, Londonderry, Manchester, Meriden, Nashua, Pelham, Weare, Windham and Wolfeboro.

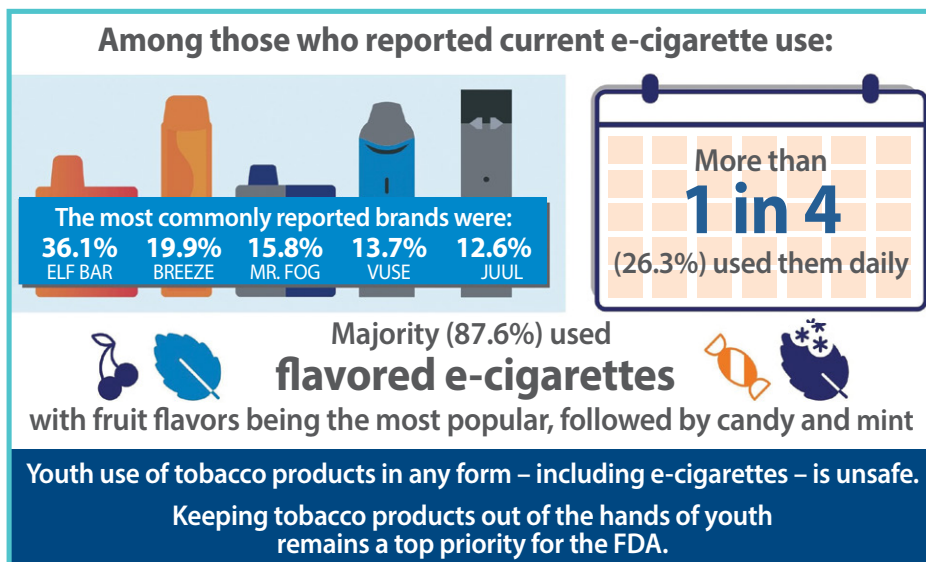
Requests came to us from eight new locations; Chesterfield School, Gilmanton School, Lakewood Homeschool Co-op-Wolfeboro, Kreiva Academy-Manchester, a group of Manchester Student Assistance Program counselors, Manchester School of Technology, NH School Nurses Association and Plainfield School in Meriden.

With our Vaping Unveiled program we continue to provide awareness and education about health concerns associated with the use of vape products. Including the potential for nicotine dependence along with the other harmful health impacts. Also covered in this program are resources to help youth under 18 and adults quit

tobacco, vaping, smoking, or chewing. We look forward to working with communities throughout New Hampshire. For more information: breathenh.org/programs/vaping-unveiled

For young people ages 12-17 who want help to quit all forms of tobacco, including vaping, the Department of Health and Human Services offers My Life My Quit, a free and confidential program: nh.mylifemyquit.org

For those 18 and over, you can work with a specially trained Quit Coach at QuitNow-NH: quitnownh.org



Bag the Butts™

In spring 2024, the Bag the Butts initiative saw strong participation from several groups. Special thanks to the Raymond Coalition for Youth for collecting 12 lbs. of cigarette litter during their town cleanup. Additional thanks to Josiah Bartlett Elementary School and the Partnership for Public Health, Laconia, for their contributions to the effort.

breathenh.org/programs/youth-programs/bag-butts



COPD Connect

May 2024 - Breathe New Hampshire, in partnership with the YMCA of Greater Nashua and Southern NH Health, hosted a free in-person workshop at the YMCA of Greater Nashua. Attendees gained valuable insights into managing COPD from Kelly Yellick, MSEP, CCRP, and participated in restorative guided meditation led by Tina DeMember, Health Coach and Certified EFT Practitioner.



Supporting Future Leaders

Mary C. Manning, known as Mrs. Charles B. Manning in Manchester, was a past vice president and director of Breathe New Hampshire, among other titles, who gave her time, talent, and financial support for more than 40 years. The scholarship was established to continue her legacy and help support public health students.

The 2023 recipient of the \$500 Mary C. Manning scholarship is Eric Emerson of Chester, New Hampshire. Eric is studying Nursing at Manchester NH Community College and with his experience as a paramedic and volunteer fire fighter, hopes to continue his work in the health care field as a nurse in the emergency department.

For more information, visit breathenh.org/resources/scholarship



Pictured: Eric with the Chester Fire Department, Eric with a local family who he helped deliver their baby in the family home.



Advocacy Highlights

Throughout the past year, Breathe New Hampshire (Breathe NH) made significant strides in advocacy efforts at both the state and federal levels, championing public health initiatives and legislative changes that aim to reduce tobacco use and enhance health services.

New Hampshire Legislative Updates

A pivotal achievement was the passage of the State of New Hampshire's bipartisan budget on June 20, 2023, which established a two-year operating budget. This budget included the seven-year reauthorization of Medicaid Expansion, crucially incorporating tobacco cessation services, effective July 1, 2023. This expansion is expected to enhance access to necessary resources for individuals seeking to quit smoking and reduce the overall tobacco burden in the state.

Breathe NH actively monitored various legislative issues throughout the year. Notably, while [HB 1284](#) aimed to prohibit smoking and e-cigarettes in cars with passengers under 16, it was labeled inexpedient to legislate. Conversely, [HB 1591-FN](#), which addressed fines for the prohibited sales of tobacco, successfully passed. Breathe NH also supported [SB 555-FN](#), which seeks to compel insurers to share negotiated pharmaceutical rebates with patients, and eventually passed in July 2024.



Federal Advocacy Efforts

At the federal level, Breathe NH joined forces with other organizations to advocate for the prohibition of flavored tobacco products, including menthol cigarettes and flavored cigars. In July 2023, we signed a letter to Senators Jeanne Shaheen and Maggie Hassan, highlighting the necessity of these regulations to combat youth tobacco use effectively.

In addition, Breathe NH expressed strong support for [S.2085](#), the Medicare Multi-Cancer Early Detection (MCED) Screening Coverage Act, which aims to enhance cancer screening accessibility. Meetings with key representatives, including Rep. Kuster (a co-sponsor of the bill) and Sen. Hassan, were scheduled during the August Congressional Recess, to discuss the importance of advancing this vital legislation.

Ongoing Monitoring and Future Initiatives

As we look ahead, Breathe NH will continue to monitor legislative sessions, focusing on key topics such as tobacco tax reform, smoking restrictions in vehicles with minors, and cannabis legislation. The TFNH Policy Group has resumed meetings, enabling collaborative efforts to identify and recruit volunteers for advocacy initiatives.

Through these concerted efforts, Breathe NH remains committed to advancing public health policies, supporting initiatives that promote tobacco use prevention and treatment, and fostering a healthier future for all New Hampshire residents.

Events Highlights!

Eager Breather's Fresh Air Cruise

September 7, 2023 - WEIRS BEACH - Our 27th annual cruise aboard the M/S Mount Washington was enjoyed by nearly 250 people. The event brought together individuals with COPD and other chronic lung conditions, along with their families, caregivers, and healthcare professionals. The weather was perfect, and everyone appreciated the fresh air and stunning views of Lake Winnepesaukee. We extend our heartfelt thanks to our volunteers and our 2023 event sponsors, Lincare, Viatris and Black Bear Medical for their support.

Fairways for Airways Golf Classic

September 18, 2023 - Breathe New Hampshire hosted it's 27th golf tournament returning once again to the award-winning Lake Winnepesaukee Golf Club. Despite the cloudy skies we were thankful the rain held off and we had a fantastic day on the course raising critical funds that support the mission. We appreciate the support of our top sponsors; Marcam Associates, Northern Trust, Wieczorek Insurance, UHY, Mason + Rich and the Aria Covey Foundation. Special thanks to our volunteer committee who work tirelessly to ensure a great event is had by all; Dana Bull, Mason & Rich, Chris Hussey, Baker Newman & Noyes, Tim Moore, Marcam Associates, Dick Rawlings, and special thanks to our club hosts, Lew & Laurie Simmons.



A sincere Thank You to all

Thank you for supporting our mission to eliminate lung disease and improve the quality of life for those living with lung disease in the Granite State. Every gift matters! We've made every effort to ensure this information is accurate. If you believe there has been an error or omission, please contact our Senior Director of Philanthropy, Cindy Rybczyk.

FULLER GIVING SOCIETY (\$2,500+)

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Dr. Arthur & Elaine Robins

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our donors!



CLAIRA MONIER RETIRES

Claira, a dedicated donor, volunteer and long-time board member since the 1990s, is retiring after decades of service.

Following the loss of her husband, the late NH Senate President Robert Monier, to complications from COPD, Claira became a passionate advocate for lung health.

She has actively lobbied the New Hampshire legislature to raise tobacco product prices and reduce smoking in public spaces, including restaurants. In addition, Claira has worked tirelessly to educate the community about lung disease.

Her unwavering commitment to Breathe New Hampshire and her leadership will leave an enduring legacy for years to come.

ORGANIZATIONS, CORPORATIONS, TRUSTS & FOUNDATIONS

- | | |
|------------------------------------|---------------------------------------|
| AstraZeneca | Nathan Wechsler |
| Aria Covey Foundation | NECS |
| Baker Newman Noyes | NH Charitable Foundation |
| Bryan K. Stanley Construction, LLC | NH Cibor Cares |
| Bull Electric | Northern Trust Company |
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| County of Merrimack | Raymond Coalition for Youth |
| Delta Dental | Shamrock Electric |
| Grail | Southern New Hampshire Medical Center |
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| Google Ad Grants | Nathan Wechsler & Company, PA |
| Lake Winnepesaukee Golf Club | Private Label Specialties |
| Lincare | The Country Mile Store |
| Manchester Country Club | Walmart - Epping |



The Dr. Robert B. Kerr Legacy Society

This legacy society is named after our founder, Dr. Robert B. Kerr, who dedicated his life to lung health through 50 years of service. Just like Dr. Kerr, Legacy Society members are helping to improve and save lives by including Breathe New Hampshire in their estate plans. We thank them for their generous commitment to our critical mission!

- Dr. Albee Budnitz
- Daniel & Kathleen Fortin
- Lynn K. Friedel
- Rita M. Curtis Glasheen
- Claira Monier
- Dr. Arthur Robins & Elaine Robins



CHARITABLE BEQUEST

A gift through your will that helps protect lung health for future generations.

Placing **Breathe New Hampshire** in your will or trust supports continued education and advocacy efforts for those living with lung disease in the Granite State.

There are many benefits:

- It is quick and easy
- Your gift can be any size
- You don't lose access to assets you may need during your lifetime
- You can make a gift in honor of a loved one.

For more information, please contact
Cindy at crybczyk@breathenh.org

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The Fun Pass

Thank you for all the support.

The Fun Pass continues to be one of Breathe New Hampshire's largest and most impactful fundraisers, helping to support our mission of preventing lung disease and improving the quality of life for those affected by it. We are incredibly grateful for the community's ongoing support, which has made this program such a success over the past two decades.

Not only does the Fun Pass save you money, but it also encourages families to spend quality time together, creating lasting memories at some of the region's top attractions.

The next edition will be available just in time for the holidays—it's the perfect stocking stuffer for families looking to explore and have fun while supporting a great cause. Here's to another year of making memories and fundraising for a healthier future!

Order online at BreatheNH.org/Fun-Pass



The Fun Pass
makes a great
stocking
stuffer!