

# Strategic Plan

**2026 - 2029**

**A strategic forecast aimed at driving  
program delivery, maximizing revenue,  
and enhancing public awareness.**

## Our Mission

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

## Who We Are Today

Founded in 1916, Breathe New Hampshire is a 501(c)(3) nonprofit focused on critical respiratory health issues including tobacco/nicotine use, vaping, COPD, asthma, and air quality. We advance our mission through prevention, education, and support programs that help individuals and communities reduce risk, manage respiratory conditions, and improve quality of life. We also advance public health through advocacy initiatives and by supporting scientific research through the Mary Fuller Russell Research Fund.

Our strength lies in collaboration. We work closely with people living with lung disease, caregivers, healthcare professionals, legislators, businesses, and community partners. These relationships help guide our work and ensure our programs respond to real community needs. In many cases, we serve as a leading voice in New Hampshire advocating for individuals affected by breathing conditions.

Through all of our efforts, we strive to ensure that individuals living with lung disease feel supported and have access to the resources they need to live full, active lives.

## Our Values

### **Community**

We collaborate with partners across the state to provide resources and secure funding for our programming.

### **Connection**

Our initiatives aim to minimize isolation and maintain a sense of community.

### **Support**

We offer support through education to those affected by lung disease, their caregivers, and healthcare professionals.



# Identifying the Need

## *Critical Issues Affecting Respiratory Health*



**Tobacco/nicotine use disorder** remains the leading cause of preventable death in the U.S., claiming about 1,900 lives in New Hampshire each year and costing the state \$729 million in healthcare expenses. There is no safe level of exposure to tobacco smoke, and secondhand smoke continues to harm thousands of people. At the same time, vaping and nicotine dependency, especially among youth, have emerged as urgent public health concerns. Introduced in the U.S. in 2007, e-cigarettes are now the most commonly used nicotine product among young people. Nicotine exposure during adolescence can lead to addiction, long-term cognitive impacts, and an increased likelihood of using other tobacco products and addictive substances.



**COPD (chronic obstructive pulmonary disease)**, which includes emphysema and chronic bronchitis, is a progressive disease that makes breathing difficult and is now the sixth leading cause of death in the U.S. While 16 million Americans are diagnosed, millions more may have COPD without knowing it. Although there is no cure, lifestyle changes and treatment can slow its progression and improve quality of life.



**Asthma** is another major lung disease, and New Hampshire continues to have one of the highest adult asthma rates in the country. It is also the most common serious chronic disease among children, with about 4,000 adults and 3,000 children diagnosed each year in the state.



**Extreme weather events** are increasingly affecting air quality across the Granite State. Heat waves, wildfires, flooding, and shifting seasons can worsen pollution and increase allergens like pollen and dust, triggering symptoms for people with COPD, asthma, and other respiratory conditions. Indoor air quality also plays a major role in lung health, as pollutants such as radon, mold, dust mites, pet dander, secondhand smoke, and household chemicals can contribute to breathing problems and asthma attacks.

# Our Approach

## *Strategic Priorities*

### **Public Awareness: Increase public awareness and engagement**

- ➔ Implement a consistent, mission-driven communications strategy that highlights programs, impact, and opportunities for public support.
- ➔ Implement comprehensive public education campaigns to drive early detection, promote preventative behaviors, and reduce the burden of lung disease in New Hampshire.

### **Mission Delivery: Enhance programming that support individuals impacted by lung disease**

- ➔ Advance comprehensive, evidence-based prevention, education, and cessation initiatives that address vaping, nicotine dependence, and tobacco use across the lifespan through community partnerships, policy advocacy, and equitable access to resources.
- ➔ Partner with schools and community organizations to develop and deliver resources that support asthma management for children and families, promote self-management skills, and reduce environmental triggers to improve health and quality of life.
- ➔ Expand comprehensive COPD programs that empower individuals and their care givers to manage their lung disease through personalized education, support groups, and resources that improves symptom management, independence, and quality of life.

### **Philanthropy: Strengthen and diversify the organizations revenue streams**

- ➔ Implement a donor stewardship strategy that prioritizes retention, transparency, and year-round engagement.
- ➔ Strengthen engagement with our current network and the broader community by clearly communicating our impact, demonstrating responsible financial stewardship, and inviting people to support and participate in our mission through events and a variety of giving opportunities.
- ➔ Aligns organizational goals with diversified funding streams, such as grants, donor engagement, and earned income, to achieve sustainable financial growth and greater mission impact.

### **Advocacy: Advance public health policies that protect respiratory health**

- ➔ Actively monitor state and federal legislation, uniting with community partners to advocate for evidence-based policies that clean our air, ensure equitable access to care, and defend the respiratory health of all, giving a collective voice to those living with lung disease.