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 statewide 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 NH has a limited public health infrastructure compared to many other states.

We are invested solely in the lung health of NH people, and our financial support stays local to benefit those who live and breathe here.

We are the only public health organization in NH focused on reducing the impact of COPD and asthma. New Hampshire has one of the highest rates of adult asthma in the U.S., and asthma is the most common serious chronic childhood disease.

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Policy and Program Manager
Daniel Fortin
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COPD Program Manager
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Director of Public Relations and Communications
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FINANCIALS
PARTIAL OPERATING STATEMENT OF ACTIVITIES

<table>
<thead>
<tr>
<th>Public Support and Revenue:</th>
<th>June 30, 2018</th>
<th>June 30, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions, Revenue and Income:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special Events (Net of Direct Costs)</td>
<td>$ 59,019</td>
<td>$ 87,316</td>
</tr>
<tr>
<td>Program Fees</td>
<td>$ 25,749</td>
<td>$ 7,455</td>
</tr>
<tr>
<td>Other Contributions</td>
<td>$ 436,800</td>
<td>$ 165,775</td>
</tr>
<tr>
<td>Investment Return</td>
<td>$ 521,381</td>
<td>$ 520,894</td>
</tr>
<tr>
<td><strong>Total Public Support and Revenue</strong></td>
<td><strong>$ 1,042,949</strong></td>
<td><strong>$ 781,440</strong></td>
</tr>
</tbody>
</table>

| Expenses: | | |
| Program Services and Advocacy | $ 646,842 | $ 644,113 |
| Management and General | $ 32,209 | $ 33,235 |
| Fundraising | $ 62,114 | $ 71,278 |
| **Total Expenses** | **$ 741,165** | **$ 749,076** |

| Change in Net Assets from Operations | $ 301,784 | $ 32,364 |

* In addition to these expenses, the organization has made cumulative distributions from the Mary Fuller Russell Research Fund for medical research totalling $824,300 since its inception.
Fiscal Year 2017-2018 Annual Report Message from Our

BOARD CHAIR & PRESIDENT

Dear Friends,

After what has been a productive year here at Breathe New Hampshire, we are pleased to provide our Fiscal Year 2017–2018 Annual Report.

During the past year, Breathe New Hampshire has continued to address emerging issues that focus on lung health. After implementing our New Hampshire COPD Plan, we learned there was a critical need to educate primary care providers on the proper diagnosis and management of COPD. We planned and hosted “Enhancing COPD Management in Primary Care.” The one-day conference offered healthcare professionals important information on the proper diagnosis and treatment of COPD, avoiding hospital readmissions and recommending smoking cessation counseling, while providing attendees with continuing medical education credits. The conference was a success, and as one physician commented, it was as good a continuing medical event as you will find anywhere.

This past year, we continued to watch the burgeoning electronic cigarette market. Back in 2010, with the help of our New Hampshire Youth Network, Breathe New Hampshire was one of the first organizations in the nation to help pass legislation banning the sale of electronic cigarettes to minors. There is a great deal that is unknown about the health effects of the electronic devices, and what happens when you heat and vaporize liquid nicotine and other unknown chemicals. We are determined to address this new health threat and do what we can to prevent a new generation of nicotine addiction and lung disease. In response to the proliferation of these devices, we introduced a new program titled Vaping Unveiled™ which is already in great demand and will be expanded.

Our mission, to eliminate lung disease and improve the quality of life for those living with lung disease, is as important today as when we were founded. As the only statewide resource dedicated to lung health programs and advocacy, our ability to achieve results is attributed to a diverse group of stakeholders and partners that includes individuals living with lung disease, caregivers, healthcare professionals, legislators and community partners.

We are grateful for the leadership of our dedicated Board of Directors, our skilled and hard-working staff, and for the many volunteers, constituents, donors, foundations, and other organizations that help support our goals. We are committed to doing all we can to keep everyone breathing better and living longer. Thank you.

Sincerely,

Lynn K. Friedel, Chair, Board of Directors
Daniel Fortin, President & CEO
Since its inception more than a century ago as the New Hampshire Association for the Prevention of Tuberculosis, Breathe New Hampshire has been singularly dedicated to preventing lung disease, and improving the quality of life for those with lung disease.

Dr. Robert B. Kerr pioneered tuberculosis treatment and prevention in the Granite State, then New England and across the U.S., while founding and leading this organization for 50 years, and as resident physician at Pembroke Sanatorium for 39 years.

Among Dr. Kerr’s innovations: starting a statewide, multi-year campaign about the importance of good nutrition in preventing TB, providing chest X-rays for military recruits in 1929 and, in 1942, for those in industry (including paper mills).

Newest threat to kids

Now we’re tackling the latest scourge: youth nicotine addiction. It’s not just about smoking any more. Kids as young as middle-school age are “vaping” e-cigarettes and other electronic nicotine delivery systems, or “ENDS” devices, and becoming hooked. Other tobacco products (or “OTPs”) attractive to kids include noncombustibles, or smokeless tobacco, from the old-fashioned “chew” or “plug” to snuff, snus, and flavored dissolvables: orbs, sticks, and strips.

But using e-cigarettes—inhaling vaporized liquid nicotine (aka “e-juice”) or nicotine salts instead of lighting up tobacco to smoke it—has exploded in popularity, not the least because devices are cheap, tiny and easy to hide. Any teen or preteen with a gift card can order vapes and e-juice refills online.

Although advertised as an aid to reduce nicotine use and quit smoking, e-cigs have led more people to smoke traditional cigarettes, according to a 2018 Dartmouth College Norris Cotton Cancer Center study. Researchers found that an estimated 168,000 adolescents and young adults who hadn’t smoked previously started smoking cigarettes daily after first vaping.

What we do know

Vaping product development (jewelry, accessories, even vapes designed for stealth use that mimic medical inhalers) has far outpaced the ability of anyone to evaluate and regulate it. There are few regulations in place governing
ingredients, safety, and amount of nicotine. Nicotine is highly toxic; a drop on your skin can burn you. Less than half a teaspoon can kill a toddler (American Academy of Pediatrics). Plus, liquid nicotine comes in tempting colors and fruit and candy flavors. Virtually all ENDS devices contain nicotine—that’s the point, to get the buzz.

Youth can become dependent on nicotine very quickly, even if they don’t vape every day. Some products, such as JUUL, which resembles a thumb drive, contain as much nicotine as 200 puffs on a cigarette, or an entire pack.

**As addictive as heroin or cocaine**

Because nicotine affects still-developing brains differently than adults’ (over age 25) brains, it’s especially dangerous for teens and pre-teens. “Nicotine has been continually shown to be a gateway drug, affecting the developing brain, hard-wiring it to be susceptible to other addicting substances, including opiates and alcohol,” said pulmonologist and Breathe NH board member Dr. Albee Budnitz.

In response, Breathe NH created Vaping Unveiled™, a signature program for parents, schools, youth and communities about the dangers of vaping and nicotine addiction. From March through June 2018, 395 adults and teens attended Vaping Unveiled presentations in schools, workplaces, and community centers.

Reactions have been eye-opening. Many aren’t aware that vapes contain nicotine; they think it’s just water and flavoring.

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**An array of vaping devices, including one that looks like a medical inhaler**

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Reactions have been eye-opening. Many aren’t aware that vapes contain nicotine; they think it’s just water and flavoring.

One hundred and two years later, not much has changed in terms of our mission. We are still dedicated to healthy lungs, preventing air pollution, and preventing smoking and nicotine addiction, especially in youth. The Granite State has one of the highest rates of asthma in the U.S. so the fight is ongoing.

The major change today is the lightning speed at which new threats such as vaping develop. As we have for a century, Breathe New Hampshire remains in the forefront to tackle these challenges. After all, breath is life itself.

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**‘CATCH’ Kids Early to Prevent Nicotine Addiction**

CATCH My Breath® is a prevention program for kids 11 to 18 (sixth to twelfth grades). This program teaches them to avoid nicotine addiction via e-cigarettes. It was piloted this past year in Raymond, at Iber Holmes Gove Middle School.

Breathe New Hampshire collaborated with Krystal Kebler, a health teacher at the school, to offer the program. Students learned about the effects of e-cigarettes and JUUL devices, nicotine addiction, examined deceptive advertising techniques, and practiced saying no to peer pressure.

“Students are unaware of the potential consequences,” Kebler said. “They see parents vaping and it smells good, and students believe this is a tool to help quit smoking.” What they don’t understand is that e-cigs and other devices contain nicotine and that vaping or “juuling” is addictive.

“One reason I absolutely recommend the CATCH My Breath program is because they stay current. Textbooks can’t keep up,” Kebler said.

To offer CATCH My Breath in your community’s school, contact Breathe NH at 603-669-2411.
BREATHE NEW HAMPSHIRE HIGHLIGHTS
July 1, 2017 – June 30, 2018

ADVOCATING for lung health & clean air
During the year’s legislative session, Breathe New Hampshire collaborated with a variety of partners to monitor bills, attend hearings, provide testimony, listen to committee discussions, and provide information as needed to representatives and senators. Of interest this session:

SB 313 reforming New Hampshire’s Medicaid and Premium Assistance Program (Medicaid Expansion and Reauthorization), establishing the Granite Workforce program, and relative to certain liquor funds. Result: Medicaid expansion reauthorization passed.

SB 545 increasing the age for sales and possession of tobacco products from 18 to 21. Result: bill tabled on the Senate floor.

HB 656 relative to legalization and regulation of marijuana. Result: refer for interim study.

HB 1515 an exemption from the combustion ban on construction and demolition debris. Result: passed House and Senate with amendments.

HB 1662 requiring radon air testing on all new residential construction. Result: voted inexpedient to legislate, House Commerce and Consumer Affairs.

HB 1812 regulating certain vapor products. Result: voted inexpedient to legislate, House Commerce and Consumer Affairs.

LEGISLATIVE BREAKFAST
More than 100 legislators attended our annual New Hampshire Legislative Breakfast on March 15. Volunteers Susan Clukey, left, and Lynn Cummings gave free spirometry screenings.

IMPROVING quality of life
More than 385 people enjoyed our 22nd annual Eager Breather’s Fresh Air Day Cruise aboard the M/S Mt. Washington that gets individuals living with COPD or other chronic lung conditions and their families/caregivers out on Lake Winnipesaukee for lunch, a health fair and entertainment. One of only a few such events in the country, the cruise is an opportunity for attendees to meet with others facing the same challenges.

Thank you to our supporters: Lincare, ActivMed Practices & Research, Mylan Inc., and Keene Medical Products. Thanks also to Martel’s Self-Care Products Inc., Lakes Region General Hospital, and our physician on board, Dr. Albee Budnitz MD, FACP, FCCP.

SPONSORING a movement
Team Orange is a free program that encourages those with lung conditions to be more active, so they can breathe and feel better. This annual event is organized by Breathe NH and runs from March through May. During the 12 weeks, participants log the amount of time they spend exercising on stationary bikes or treadmills, typically in a pulmonary rehabilitation setting, in competition with other teams.

Orange is the national color for chronic obstructive pulmonary disease awareness; COPD is the fourth leading cause of death in the United States. This year about 264 Team Orange members at 11 sites exercised for a combined total of 442,439 minutes. We thank presenting sponsor Southern New Hampshire Health, and our T-shirt sponsor Exeter Hospital.

Team O2range
This free prevention program in the state, to help children in sixth to twelfth grades avoid nicotine addiction via e-cigarettes. Health teacher Krystal Kebler of Iber Holmes Gove Middle School in Raymond offered the curriculum for the first time to a total of 100 seventh-graders.

From March through June 2018, 395 adults and teens attended Vaping Unveiled presentations at a variety of sites, from youth coalition meetings, school staff meetings, informational events in communities, through Project Safeguard, and at a business for its employees.

These are two other programs sponsored by Breathe New Hampshire to help those with COPD breathe better and feel better with peer support.

Breathe NH’s first CME (continuing medical education) program was a day of learning dedicated to improving the care of COPD patients in primary care settings. One hundred sixty-five physicians; nurses and nurse practitioners; respiratory, physical and occupational therapists; and physicians assistants attended and received credits.

Renowned pulmonologist Dr. Bartolome R. Celli from Brigham and Women’s Hospital and a professor of medicine at Harvard Medical School was the keynote speaker.

Red River Theatres in Concord was the setting for a screening of the film Remembering Leonard Nimoy: His Life, Legacy and Battle with COPD. Thank you to AARP-NH for co-sponsoring the program, Smiths Medical, ndd Medical Technologies and Red River Theatres for their support. Thanks also to our volunteers, who did spirometry screenings at the event.
A SPECIAL Thank You TO ALL OUR DONORS

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THE DR. ROBERT B. KERR LEGACY SOCIETY

The Dr. Robert B. Kerr Legacy Society is a group of thoughtful individuals who have included Breathe New Hampshire in their estate plans. This legacy society is named after our founder, Dr. Robert B. Kerr, who dedicated his life to lung health throughout his 50 years of service with this organization. In recognition of his tremendous impact on the health of so many in the Granite State, we are proud to name this society in his honor. Just like Dr. Kerr, Legacy Society members are helping to improve and save lives by eliminating lung disease. Thank you for your generous commitment and dedication to our critical mission!

Dr. Albee Budnitz
Mr. & Mrs. Daniel & Kathleen Fortin
Ms. Lynn K. Friedel
Mrs. Rita M. Curtis Glasheen
Ms. Claire P. Monier
Dr. & Mrs. Arthur & Elaine Robins
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 Director of Philanthropy and Volunteers, Cindy Rybczyk.

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Szechuan House
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The Common Man
The Spa Within
Tucker’s
WalMart Manchester

DONATIONS IN MEMORIAM

We remember those we have lost this past year, as well as those for whom we have received memorial gifts.

Brian Astbury
Margaret Barrett
Edouard Bilodeau
Wylie E. Brewster
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David C. Hoyt
James Kenyon
Nancy Lichtman
Carol Chandler Malcarney
Mary Jean McGuiness
Constance Kelley Michiels
Hilde Morse
Ben Roy
Joan Wiggin
On November 2, 2017, Manchester Country Club was again the setting for our volunteer recognition event, following the annual meeting.

**Arthur Robins, MD | RECIPIENT OF THE 2017 KERR AWARD**

Named for our organization’s founder, Dr. Robert B. Kerr, the Kerr Award is Breathe NH’s highest honor. It’s awarded to someone who has consistently demonstrated a selfless professional or personal commitment to furthering lung health in the region.

Pulmonologist Arthur Robins, MD of Andover, Massachusetts received the award for four decades of work, and more than three decades of service for Breathe NH. Dr. Robins is a longtime board member and past board chair. Fellow board member and past Kerr Award recipient Albee Budnitz, MD of Nashua presented the Kerr Award.

**Louise Hobden | OUTSTANDING VOLUNTEER OF THE YEAR**

This award was named for the late Donald Frost, a longtime dedicated volunteer and member of the Board of Directors who passed away from COPD in February 2006. Every year it is given to a volunteer who shows exceptional leadership and strength of character in advancing the mission of Breathe NH.

Frost’s widow Shirley Frost presented the award to Louise Hobden of Litchfield, a volunteer since 2013 and an ambassador for Breathe NH who shares our programs and support groups everywhere she goes to help people live their best lives.

**THE Fun pass | YOUR TICKET TO THE BEST VALUES IN NEW ENGLAND!**

For almost 25 years, the Fun Pass has been our biggest fundraiser, supporting our critical mission of preventing lung disease and improving the quality of life for those with lung disease.

For only $35, you receive coupons to more than 100 family attractions worth up to $2,000. Enjoy Story Land, York’s Wild Kingdom, Old Sturbridge Village, Legoland Discovery Center Boston, Edaville Family Theme Park, ski mountains, zip lines and adventure parks, amusement and water parks, whale watches, museums, river and lake cruises, and many more.

The 2019 Fun Pass will be available in November—just in time for gift giving, the new year and ski season. Order online at BreatheNH.org/Fun-Pass or call 603-669-2411. First class shipping is free.

**DONATE**

Make a gift in honor or in memory of a loved one, donate to our annual appeal, become a Sustaining Member by contacting our office, find out if your company offers matching gifts, or consider donating stock or other assets.

**PUT US IN YOUR WILL**

Join the Dr. Robert B. Kerr Legacy Society by including Breathe New Hampshire in your will. Make a gift and leave a legacy that costs nothing in your lifetime!

**VOLUNTEER**

Join our advocacy team to raise awareness of legislative issues that affect our breathing, volunteer at one of our events, serve on one of our committees, or share a unique skill with us, like videography or photography.

**BUY A FUN PASS BOOK**

For only $35, save up to $2,000 at more than 100 favorite New England family attractions.

**VEHICLE DONATION**

Donating is quick and easy, and cars or other vehicles in any condition can be donated. Towing is free and scheduled at your convenience. Call toll-free 800-835-8647.

**STAY IN TOUCH**

Sign up on our website to get lung health news that’s relevant to you and share with family and friends.

Find out more about how you can help support Breathe New Hampshire, visit BreatheNH.org.
PREVENTING YOUTH NICOTINE ADDICTION

Thanks to a Community Grant from CVS Health, we’re able to offer Vaping Unveiled™, a presentation to teach communities about the impact of vaping and nicotine addiction on youth, throughout New Hampshire. See story page 4.

WHAT IT MEANS TO LEAVE A Legacy

As a public health nonprofit dedicated to lung health education and advocacy, Breathe New Hampshire relies on various types of donations and grants to advance its mission. In addition, a one-time gift from someone’s will or trust will help sustain the organization.

Naming Breathe New Hampshire in your will or trust is truly leaving a legacy—an investment in the future—that will serve the organization for many years to come. A bequest to Breathe New Hampshire ensures that the organization will continue to develop and promote programs for those living with COPD, asthma, and other lung diseases, as well as helping to fund advocacy and education to prevent those diseases.

A legacy gift will also help to sustain our mission as we tackle future emerging issues, like the threat of vaping, to help prevent another generation of nicotine addiction. Thanks to gifts that Breathe New Hampshire has received from individuals like Margaret “Peg” Dennehy, a longtime volunteer on our Eager Breather’s Fresh Air Day Cruise, bike tour, and a member of the Dr. Robert Kerr Legacy Society who recently passed away, the organization will continue our critical work into the future.

YOU TOO CAN HAVE A LASTING IMPACT.

To leave your legacy, contact Cindy Rybczyk, Director of Philanthropy and Volunteers, or Daniel Fortin, President and CEO, at Breathe New Hampshire by calling 603-669-2411.