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 OPERATING STATEMENT OF ACTIVITIES

FISCAL YEAR ENDED
June 30, 2021  June 30, 2020

Public Support and Revenue:
Contributions, Revenue and Income:
   Special Events and Other $28,116  $65,689
   Program Fees 1,800  25,120
   Other Contributions 77,567  240,292
   Investment Spending Policy 566,370  545,983
Total Public Support and Revenue $673,853  $877,084

Expenses:
   Program Services and Advocacy $560,345  $608,621
   Management and General 40,989  43,419
   Fundraising 119,296  148,504
Total Expenses* $720,630  $800,544

Change in Net Assets from Operations $(46,777)  $76,540

* In addition to the above expenses, the organization made a distribution from the Mary Fuller Russell Research Fund for medical research totaling $122,026 during Fiscal 2021.

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Allyssa Thompson, Director of Programs
Dear Friends,

On behalf of our Board of Directors and Staff, we are pleased to provide our Fiscal Year 2020-2021 Annual Report. As a state-wide public health organization, Breathe New Hampshire has continued to focus on the issues that affect our breathing and our health, as we have been doing since our founding in 1916.

Since the spring of 2020, we have all been reminded firsthand of the important role that public health organizations play in helping to ensure that everyone in our state and country remain healthy. With the ongoing threat of COVID-19, the current Delta variant, and the evolving mutations, the steps that we have all taken and that we need to continue taking are critical in the fight against the spread of this virus. Hence, the theme of this annual report, “Advancing Public Health,” is intended as a reminder of the important role that public health organizations play in our daily lives.

During this most recent year, our organization has focused on critical impact issues arising from vaping, the health impacts of tobacco, and the various recommendations that have been made to help everyone avoid contracting COVID-19. Like many organizations, we at Breathe New Hampshire worked remotely for most of the last year, out of concern for the safety and wellbeing of our staff, their family members and our communities. Many of our programs and events were cancelled. Nevertheless, our staff remained focused on the continued advancement of our work.

We recognize and are most thankful for the important role that the medical and scientific professionals have played in developing and deploying a vaccine, and the countless caregivers who have attended to the sick. For everyone at Breathe New Hampshire, the pandemic has been a clear and vivid reinforcement of the necessity of our mission and our work.

Our sincere gratitude goes to our stakeholders, including individuals living with lung disease, their caregivers, healthcare professionals, donors, funders, legislators, and community partners. For the guidance of our Board of Directors, the hard work of our knowledgeable and dedicated staff, and for the continued support from many of you—we thank you.

We hope that you and your families are taking the necessary precautions, as well as getting vaccinated, as we continue to do what we can to remain healthy. As we have been doing since our founding, we remain committed to doing all we can to help everyone breathe better and live longer.

Thank you.

Sincerely,

Joel Rozen
Chair, Board of Directors
Daniel Fortin
President & CEO

Message from the Board Chair & President
Public health focuses on improving and protecting community health and well-being, with an emphasis on prevention among large groups of people. While a medical doctor treats people who are sick, those of us working in public health are dedicated to trying to prevent people from getting sick in the first place. However, most of the population doesn’t really think about public health until there is a crisis.

This was never more apparent until winter 2020 when the world faced the COVID-19 pandemic. Suddenly, public health was at the forefront of our everyday lives. Whether people recognized it or not, long-standing effective public health measures were immediately put into place to help slow the spread: hand washing, face coverings and social distancing.

As the pandemic continued, two key tenets, science and consistent messaging, became confusing at times. Unfortunately, this resulted in some skepticism of public health and the role and authority they play in a crisis. Fortunately, advances in science and technology resulted in the availability of vaccines nearly a year after the pandemic began in this country.

For Breathe New Hampshire, we are no stranger to the need for stronger public health measures to keep our communities safe from various threats to our health. Tobacco Use Disorder has been the major issue that is core to our mission. Tobacco use remains the leading cause of preventable disease and death in the United States, and costs billions of dollars annually in healthcare expenditures.

One of the greatest public health accomplishments on a local level was our work to help pass the 2007 state law prohibiting smoking in bars and restaurants. We know that secondhand smoke exposure in public places increases respiratory infections, causes more severe asthma attacks and that no amount of secondhand smoke exposure is safe. Many of us still remember when eating a meal in a smoke-filled restaurant was the norm. Fast forward to last year when New Hampshire increased the tobacco sales age to 21.

For nearly the past 5 years, our organization has focused on preventing the next generation from use of e-cigarettes and vaping. In the United States, youth vaping is considered an epidemic. While vaping is still too new to have robust data on the long-term health effects, we know that the key to change is through educating our youth and stronger public policies regarding the sale of tobacco products to our youth.

The pandemic also highlighted the climate issues we are all facing. You may recall some of the hazy days this summer with smoke from the wildfires out West reaching the East Coast. Climate affects chronic conditions, such as COPD and asthma, and there are so many other ways it affects our health. In the not too distant future, climate change is the public health emergency that can no longer be ignored.

While the COVID-19 pandemic presented an unprecedented challenge in so many ways, it also serves as a reminder to the necessity and value of public health. Breathe New Hampshire has been at the forefront of critical issues affecting public health for over 100 years and we will continue to advocate, educate and research better health outcomes that keep our communities and lungs healthy.
Importance of vaccines

By Albee Budnitz, retired Physician and Breathe New Hampshire Board Member

We are all feeling the fatigue from COVID, and the ever changing news reports have us all feeling overwhelmed and unsure as to where to turn for accurate information.

For well over the last decade, scientists have been working on making better vaccines. One such technology, called “mRNA”, has been in the works for some time and has received great attention during this pandemic. To-date, it has produced excellent results, with over 90% success in preventing the SARS-CoV-2 virus from causing severe symptoms, the need for hospitalization and even death. It has far exceeded the expectations of the medical community.

Getting vaccinated protects not only oneself, but also the general population. Why? Because the COVID virus continues to evolve. As it does, newer variants have the potential to be immune to the vaccine, putting us all at greater risk. The new Delta variant is an example of what happens when we don’t follow the science and don’t take preventative measures.

Wearing a mask, washing your hands regularly and social distancing, along with getting vaccinated, if you qualify, are measures that everyone can take to keep you and your loved ones safe.

Advocacy Highlights

ADVOCATING for lung health

The fall and winter of 2020 continued to be challenging for NH Legislators and public health advocates. The State House and Legislative Office Building remained closed to visitors. For the second consecutive year, Breathe New Hampshire was unable to host its annual Legislative Breakfast. The New Hampshire General Court once again had to modify their legislative activities.

In collaboration with a variety of partners, Breathe New Hampshire signed on to letters supporting and opposing a few specific pieces of legislation and our organization monitored over 30 bills this session.

At one point funding for youth tobacco prevention was removed from the State budget and then reinstated via a Senate amendment. Breathe New Hampshire and other organizations collaborated on an Advocacy Storybook in May 2021 to support funding for youth tobacco prevention. This Storybook was submitted to members of the Senate Finance Committee.

Legislation of note:

HB 479: relative to pharmacist provider status, nicotine cessation therapy, and pharmacy benefit manager requirements. Would include pharmacists as providers for certain covered services including Medicaid, and authorizes pharmacists to provide nicotine cessation therapy pursuant to a standing order from a physician or APRN and to be reimbursed under Medicaid. Breathe New Hampshire Supported this legislation. 7/23/21 Bill enrolled.

HB 2 - FN-A-L: relative to state fees, funds, revenues, and expenditures. This version of the State Budget included funding for the Department of Health and Human Services Tobacco Prevention and Cessation Program (TPCP) with a focus on youth prevention and cessation. Signed by Governor Sununu on 06/25/2021. This act shall take effect: 07/01/2021.
Preventing Youth Nicotine Addiction through our Vaping Unveiled™ Program

The FDA regulates all tobacco products, including: hookah, e-cigarettes, dissolvables, smokeless tobacco, cigarettes, all cigars, roll-your-own tobacco, pipe tobacco, and future tobacco products that meet the statutory definition of a tobacco product.

Nicotine comes from the tobacco plant, and it is found in all tobacco products. Increasingly popular oral nicotine products are marketed as tobacco-free and tobacco leaf free however, they contain nicotine. Some of the newer dissolvable products use synthetic nicotine, created in a lab. No matter what form it’s in, nicotine is the substance that gets people addicted.

New tobacco products continue to hit the market. Recently, dissolvables and vapes in appealing flavors like banana and citrus, have been available with a higher level of nicotine than older products.

While many businesses have struggled these last several months, tobacco product sales in New Hampshire exceeded state projections. With students in our state and across the country unable to attend school regularly, health care providers and public health organizations are still learning about the impact to the overall health of young people during this time.

During the 2020–2021 school year Breathe New Hampshire was again unable to visit schools with our Vaping Unveiled™ program. While unable to provide in-person programs, our content was delivered to various age groups through virtual formats. Program staff presented to; middle school health classes, parents connected to community coalitions in Plymouth and Keene, students of Granite State Independent Living’s IMPACCT Academy and students and parents at an area high school program.

We partnered with the North Country Health Consortium on vaping content that they shared with participants in their Young Adult Strategies Program. Additionally a Zoom Vaping Unveiled™ program hosted by the Upper Valley Community Health Partnership was re-shared on their YouTube channel. Another project had Breathe New Hampshire collaborating with Nashua Prevention Coalition to develop a Spanish version of our Vaping Unveiled™ content.

This spring we posed questions on youth vaping to community members who work with young people. One question was: Have any youth/teens that you work with shared that they quit vaping, tried to quit or want to quit? A Director at the Boys and Girls Club of Greater Nashua commented: some youth she works with have tried to quit vaping, yet constantly struggle with hopelessness because they’re unable to remain tobacco-free. There are more frequent videos of other teens or young looking influencers vaping. Sometimes resulting in an argumentative attitude “if they sell it, it must be safe.”

Programs such as Vaping Unveiled™ that provide education and awareness about vaping, nicotine dependence and other potential health impacts along with quit resources, continue to be valuable.

Here in New Hampshire, the Department of Health and Human Services offers the My Life My Quit program, a free and confidential resource for youth under 18 who would like to quit vaping or tobacco. nh.mylifemyquit.org

Additional information: breathenh.org/programs/vaping-unveiled

Tobacco products come in many sizes and configurations.
Breathe New Hampshire Bag the Butts™

Cigarette butts remain one of the world’s greatest environmental litter problems, taking up to 10 years to decompose while leaching toxins into the ground and water. Breathe New Hampshire’s Bag the Butts™ program raises awareness of the environmental impact of cigarette litter while educating people on the risks associated with tobacco use.

Nashua Prevention Coalition and Nashua PAL combined efforts in June 2021 with Bag the Butts at Nashua’s Los Amigos Park. Youth ages 7–15, along with adults from the community participated in the park clean-up.

Jen Miller, Development Director at Nashua PAL, said they chose this park for their activity to demonstrate the impact that each cigarette butt can have when every single person drops “just 1”. “Participating in programs like Bag the Butts helps youth build pride in their community…and also a great opportunity to engage youth in a specific form of community service – cleaning up the smallest litter that makes such a big impact”.

Additional Information: breathenh.org/programs/youth-programs/bag-butts

COPD Connect

In winter 2021, Breathe New Hampshire launched COPD Connect, a virtual program for individuals living with COPD and their caregivers. The goal was to connect people with each other and the resources and information to stay healthy, active and manage their COPD. The program was in response to increased isolation so many people were experiencing due to the pandemic.

People from across the state participated in the first two sessions offered in February and April. The first session featured a Respiratory Therapist and covered early warning signs to stay safe and most importantly stay out of the hospital, as well as easy exercises that patients can safely do at home to maintain good pulmonary health. The follow-up session featured a retired physician that discussed vaccine safety and anxiety people may experience venturing back into the world after more than a year staying home.

Additional Information: breathenh.org/programs/copd-connect
A sincere **Thank You** to all our donors!

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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- Mrs. Joanna H. Barnard

**DONATIONS IN MEMORIAM**
We remember those we have lost this year, as well as those for whom we have received memorial gifts.
- Margaret Barrett
- Elaine Bournival
- Gerald Brannock
- Wylie E. Brewster
- Clayton L. Converse
- Linda Couch
- Irene DeRusha
- Austin F. Dohrman Jr.
- Marjorie Dwyer
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- Lorraine Hinse
- Albert Laroche
- Nancy Lichtman
- George Lundberg
- Mary Jean McGuiness
- Helene Plante
- Avis M. Samble
- Mike Warren
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!
A sincere Thank You to all our donors!

Thank you for supporting our mission and the critical programming offered in our local communities. Our work makes a difference in people’s lives and we couldn’t do it without your generous support. Together we work to ensure that New Hampshire families are Breathing Better, Living Better.

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DONATIONS IN HONOR OF

Fadia Haddad
All the Breathe NH volunteers on the frontlines of the pandemic

2021 DISTRIBUTION OF FUNDS

16.5% Fundraising
5.7% Management & General
77.8% Services & Advocacy

We strive to use every penny efficiently to provide quality programs, direct services and advocacy to New Hampshire residents.

Supporting future leaders in medicine

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 2020 recipient of the $500 Mary C. Manning scholarship is Autumn Arel of Milford, New Hampshire. Ms. Arel is studying Nursing at Fairfield University and hopes to one day become a pediatric nurse practitioner.

“I am very fortunate to have received the Mary C. Manning scholarship, which has supported me in pursuing my nursing education at Fairfield University. As a future pediatric nurse practitioner, I hope to educate my patients in healthy choices, one of which is to never even become involved in smoking, so as to help prevent lung diseases and cancers.”

For more information visit breathenh.org/resources/scholarship
At Monadnock Community Hospital, we were fortunate to not be hit hard by the Covid-19 Pandemic. Very ill patients were transferred out and in-patient care services were limited. Outpatient services, such as our Pulmonary Fitness Program, were suspended. March of 2020 was difficult telling our patients that we suspended our programs. For the next few months I followed-up with our patients by phone, making sure they were okay and reminding them of what they needed to be doing to remain stable and not have a flare-up. We also posted YouTube exercise videos on our support group Facebook site. For those that weren’t on Facebook, I mailed it to them.

And the staff worried. We worried about our patient’s health. We worried about access to care and about their mental health and isolation. Just because we were in a pandemic, didn’t mean that people didn’t need our services. As the months went by, referrals we were unable to accommodate kept piling up.

In May, I was furloughed. How would I be able to keep in contact with my patients if I was no longer there? I felt totally disconnected from everything. For those furloughed or worse, let go, this was a time of uncertainty. I needed my job, not only financially, but more importantly, being a Pulmonary Program Specialist defined me. I didn’t know who I was without the patients I see and talk to on a daily basis.

Our Pulmonary Fitness Program resumed in October 2020. The program had changed, accepting fewer patients per class, increasing the number of classes per day, educating while patient’s exercised, having fewer pieces of equipment available, everyone masked, always cleaning. What has struck me is how far our patients have declined. We preach “USE IT OR LOSE IT”. Several patients that were in our maintenance program had been referred back to our core program. They were very deconditioned, more short of breath and had a higher work of breathing.

It’s so wonderful to see patients again! Our groups are thoroughly enjoying the exercise, education, socialization and support that they receive. And our staff is thrilled to be making a difference in the lives of those with pulmonary conditions, once again!

The coupon book with the Best Values in New England!

For almost 25 years, the Fun Pass coupon book has been our biggest fundraiser, supporting our critical mission of preventing lung disease and improving the quality of life for those with lung disease. Fun Pass sales started off slowly in 2021, but began picking up in the spring and summer months. Families were once again getting out and looking for fun places to go.

We are excited to announce that our 2022 Fun Pass book has coupons to over 90 attractions including some of our most popular destinations like Story Land, Mount Washington Cog Railway, Davis Farmland, Whale’s Tale, LEGOLAND, and more!

Order online at BreatheNH.org/Fun-Pass.

Gift Certificates are also available! Support Breathe NH and give the gift of fun to family and friends.
Thank you to our donors who share our vision for the future and have made provisions for Breathe New Hampshire in their estate plans. Charitable gifts help to support educational programs and advocating for public health to ensure lung health is a priority for generations to come.

Breathe New Hampshire’s 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 through his 50 years of service with this organization.

To make a gift and leave a legacy that costs nothing in your lifetime, contact Cindy Rybczyk, Director of Philanthropy and Volunteers.