

for life without limits™



2015 ANNUAL REPORT



Asthma and Allergy
Foundation of America



Our Mission

The Asthma and Allergy Foundation of America (AAFA) is dedicated to improving the quality of life for people with asthma and allergic diseases through education, advocacy and research.

AAFA Leadership

2015 Board of Directors

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

Heidi Bayer

Chair and Director

Lynn Hanessian

Immediate Past Chair and Director

David Stukus, MD

Secretary and Director

James Flood

Treasurer & Chair of Finance and Director

Paul Antico

Chair of Marketing & Communications and Director

Phyllis Arthur

Chair of Certification Programs and Director

Mary Ellen Conley, RN

Chair of Governance and Director

Mitchell Grayson, MD

Chair of Medical-Scientific and Director

Chris Ward

Chair of Public Policy & Advocacy and Director

Matthew Zelesko

Chair of Programs & Services and Director

Barbara Corn

Director

Beth Eve Corn, MD

Director

Nancy Kercher

Director

Tao Tuan Le, MD

Director

Robyn Nasuti

Director

Amy Rose

Director

Philip Norman, MD

Emeritus and Director

Steven B. Chameides

General Counsel Director

2015 Leadership Team

Cary Sennett, MD, PhD, FACP

President and CEO

Yolanda Miller

SVP/COO/CFO

Michael Tringale, MSM

Sr. Vice President of External Affairs

Meryl Bloomrosen, MBA, MBI

Sr. Vice President for Policy and Advocacy

Lynda Mitchell, MA

Sr. Vice President of Community Services and Founder of KFA

Eric Caplan, PhD

Special Assistant

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, Chair

Miriam Anand, MD

Clifford Bassett, MD

Joseph Bellanti, MD

William Berger, MD, MBA

Allan Bock, MD

Teri Brown-Whitehorn, MD

Carlos Camargo, MD, MPH, DrPH

Beth Corn, MD

Shoban Davé, MD

Alison Ehrlich, 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

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

Gerald Lee, MD

Phil Lieberman, MD

Vaishali Mankad, MD

Santiago Martinez, MD

Gregg Mitman, MA, PhD

Anthony Montanaro, MD

Angela Nace, PharmD

Philip Norman, MD

Neeta Ogden, MD

Reynold Panettieri, MD

Nancy Polmear-Swendris, MEd, RN

Jay Portnoy, MD

Lawrence Schwartz, MD

Marjorie Slankard, MD

David Stukus, MD

Andrew Weinstein, MD

Sally Wenzel, MD

Patrick Win, MD

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

907.349.0637

(toll-free 800.651.4914)

aafaalaska@gci.net

aafaalaska.com

AAFA Maryland-Greater

D.C. Chapter

410.484.2054

info@aaafa-md.org

aaafa-md.org

AAFA Michigan Chapter

248.406.4254

(toll-free 888.444.0333)

aafamich@sbcglobal.net

aafamich.org

AAFA New England

Chapter

781.444.7778

aafane@aaafane.org

asthmaandallergies.org

AAFA St. Louis Chapter

314.645.2422

aafa@aafastl.org

aafastl.org

A Year of Meaningful Accomplishments



Dear Friends,

Every day, I marvel at the good work we've done together. With your support, AAFA worked hard throughout 2015 to advance its mission. It was a year of meaningful accomplishments. We set and achieved goals in the areas of education, advocacy and research. I'm pleased to share some highlights with you.

We redesigned AAFA's website and the Kids With Food Allergies' website. Kids With Food Allergies (KFA) is our food allergy division. Both websites are now mobile-friendly. They are also organized for easy use by families, health care providers, schools and others. People can quickly find the information they need to understand and manage their asthma and allergies.

We also continued to offer our free patient and family support services, such as our toll-free community hotline and Ask the Allergist service.

In 2015, we also saw KFA's online food allergy community continue to grow. The community offers information and support to families. Parents can connect with other parents to share tips, find out about new products, and discuss the challenges of managing food allergies.

On the advocacy front, we advanced principles of patient-centeredness. This furthers our commitment to evidence-based care, treatment and decision-making. We collaborated and partnered with like-minded organizations to improve the health and well-being of people living with asthma and allergies. These efforts were both local and national. At the national level, we drove efforts to improve access to affordable and quality health care and medications. We also drove efforts to increase federal funding and support for the National Asthma Control Program.

I'm also excited to tell you about an initiative called the Food Allergy Patient & Family Registry. In 2015, a grant from the Genetic Alliance made a technology platform available to us, upon which we started to build a patient-centered research database. It will allow us to collect, manage and analyze data from and about people with food allergies.

Collecting data from people—especially data that gives them the opportunity to tell us about themselves and the quality of their lives—is a powerful way both to learn and to advocate. When analyzed, the data from the Registry will help us understand what limits the lives of Americans with food allergies.

The Registry is being developed in partnership with researchers, clinicians, and a patient and family advisory council. The Registry is the first and only one focused on the real-world experiences of people who have food allergies, and we are confident that it will advance food allergy research. This is an important step on the path toward more effective patient-centered care, treatment and decision-making.

We look ahead to the future with great excitement. With the foundations laid in 2015, we are poised to help even more people living with asthma and allergic diseases.

Lastly, we feel honored to have earned a Four Star rating from Charity Navigator, the nation's largest and most-utilized evaluator of charities. Charity Navigator's rating system examines two broad areas of a charity's performance. One area is Financial Health and Accountability. The other area is Transparency. We are proud that we excelled in both.

All of us at AAFA extend a warm "thank you" for your continued help and support. Because of you, we can continue to find new ways to improve the quality of life for people with asthma and allergic diseases, helping them live life without limits.

Sincerely,

A handwritten signature in black ink that reads "Cary Sennett". The signature is written in a cursive, slightly slanted style.

Cary Sennett, MD, PhD, FACP
AAFA President and CEO

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 [facebook.com/aafanational](https://www.facebook.com/aafanational)

 twitter.com/aafanational

Honoring the Memory of A Life Lost to Asthma

On May 14, 2014, Michelle Phu lost her younger sister, Tiffany, to asthma. It was a heart-breaking tragedy. And it happened despite the fact that the Phu family was knowledgeable about asthma. Tiffany also had been following her doctor's asthma management instructions.

On that day, Tiffany, who was just 13, was running track at Brooks Wester Middle School in Mansfield, Texas. An avid athlete, Tiffany had never experienced exercise-induced asthma. All her previous asthma attacks had been associated with illness.

But on this day, when Tiffany got to the finish line, she held her chest and dropped to her knees. Realizing what was happening, she grabbed her rescue inhaler and used it several times. Unfortunately, it did not help. Tiffany collapsed. A teacher picked her up and rushed her to the nearby nurse's office. Paramedics were called and the nurse started CPR immediately. But it was too late. Within minutes, Tiffany was gone.

Today, Michelle is a 20-year-old college student. She is living at home and studying finance at the University of Texas at Arlington. Since the tragedy occurred, Michelle and her family have been raising funds for AAFA in Tiffany's memory.

They chose AAFA because they believe in our mission to help

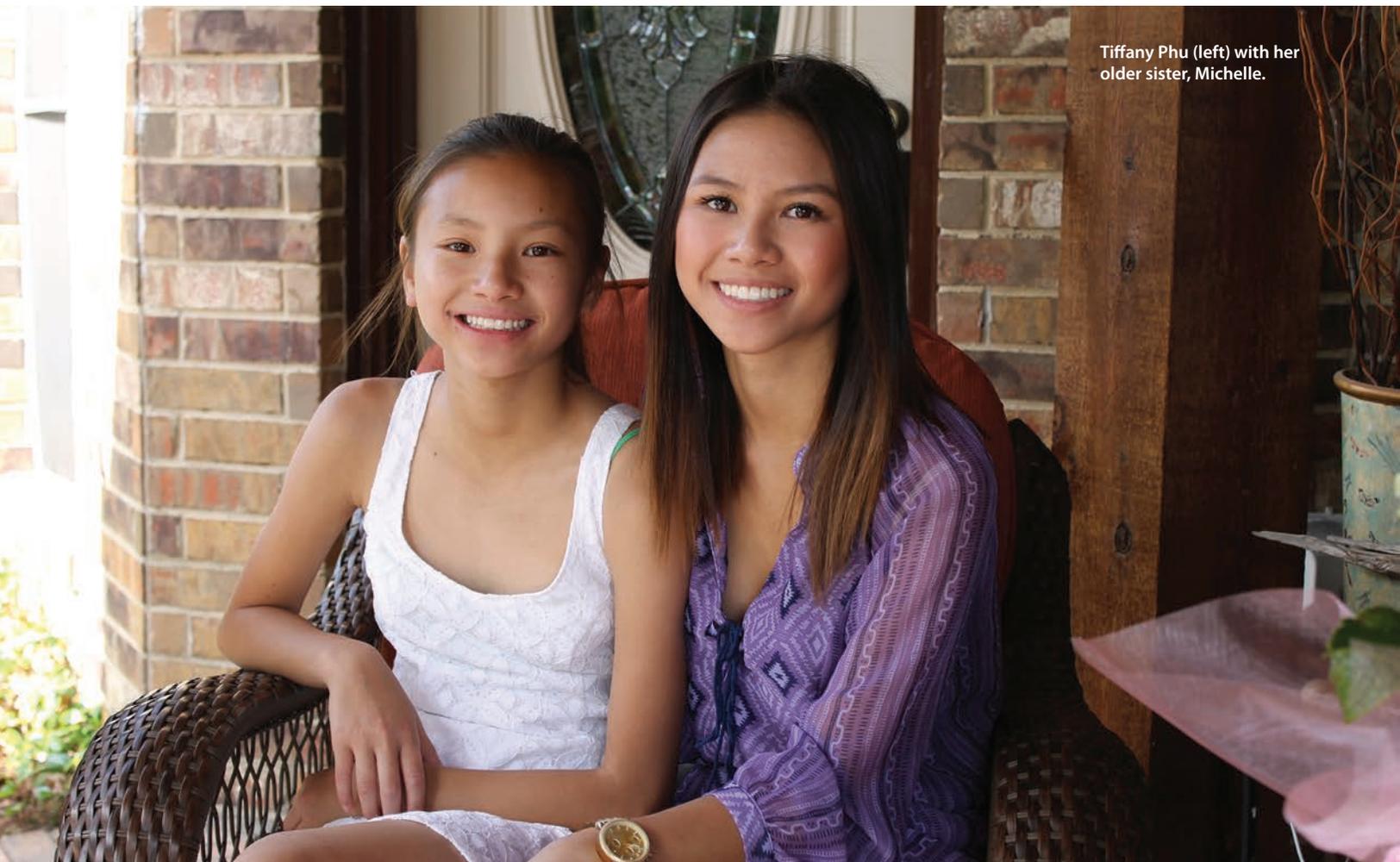
people with asthma and allergic diseases through education, research and advocacy. As Michelle explains, "I want to take something negative from my life and make it a positive. I want to help ensure that others don't lose someone like we did."

While Michelle would love to see the development of new treatments that would reliably and instantly open a person's airways to stop an asthma attack, she also understands the importance of education.

Asthma is a condition that now affects one in 13 children and adults nationwide. AAFA is dedicated to educating adults, teens and the families of children about the best ways to manage their asthma. Tragically, almost 10 people a day die from asthma in the United States. And although some like Tiffany's can't be prevented, many asthma deaths are avoidable with proper treatment and care.

AAFA's core work is patient and health care provider education for asthma and allergic disease management. Empowering patients with the latest news, research and information helps them better manage their disease.

"People are not always as knowledgeable as they could be about asthma," Michelle states. "AAFA provides the educational resources they need."



Tiffany Phu (left) with her older sister, Michelle.

Kids With Food Allergies Division Celebrates 10th Anniversary

Kids with Food Allergies (KFA) was founded in 2004 with the mission to help create a safe and healthy future for children with food allergies. Today, as a division of AAFA, KFA's passion, focus and mission remain the same—but now they're even stronger.

On May 30, 2015, KFA celebrated its 10th anniversary at the BlackRock Center for the Arts in Germantown, Maryland. "Food Allergies Rock" musician Kyle Dine provided entertainment. During the event, KFA and AAFA were honored with a special donation to commemorate KFA's anniversary: a glass tile mosaic. The key artists were three teens from Arts on the Block, two of whom have asthma or food allergies. Arts on the Block is a local nonprofit organization that offers youth the opportunity to learn about art, design and business. The teens sought to honor KFA's outstanding past and its future work with AAFA.

Reflecting on the hot air balloon imagery, AAFA's President and CEO Dr. Cary Sennett says, "We wanted it to feel uplifting and communicate

the positive impact KFA has had on the lives of families raising children with food allergies."

The event honored several people for their many years of dedicated service:

- **Lynda Mitchell**, AAFA's Senior Vice President of Community Services and Founder of KFA
- **Heidi Bayer**, AAFA Board Chair
- **Melanie Carver**, Web & Community Director
- **Michele Ann Cassalia**, Corporate Relations Director
- **Kathy Przywara**, Assistant Community Manager
- **Jen Blanford**, a Volunteer Community Leader for KFA's Online Community

The mosaic is now displayed in AAFA's Maryland office. Visitors can enjoy a unique feature—two mirrors incorporated into the design. The mirrors allow children to see themselves beautifully reflected as part of the community of kids living with food allergies.



**KIDS WITH
FOOD ALLERGIES**
A Division of the Asthma and Allergy
Foundation of America

kidswithfoodallergies.org

Thank you to KFA and AAFA's donors, supporters, volunteers, leaders and board of directors! Together, you've helped keep kids safe and healthy for 10 years. KFA and AAFA also extend gratitude to the mosaic sponsor, Inovalon. Inovalon is a cloud-based technology company that provides data insight to health care companies.



Lynda Mitchell, AAFA's Senior Vice President of Community Services and Founder of KFA, with Kali Jacobs, the author of a book about food allergies called *Milk For Everyone*.





AAFA's asthma & allergy friendly™ Certification Program Offers Practical Help

Many products promise to help control allergens. But some products make false or exaggerated claims. This makes it hard for consumers to know the best products to buy. For example, a product may claim to prevent allergen accumulation without providing scientific proof.

The **asthma & allergy friendly™** Certification Program is another way AAFA educates patients about asthma and allergy management and control. The program helps patients understand product claims and make informed purchases.

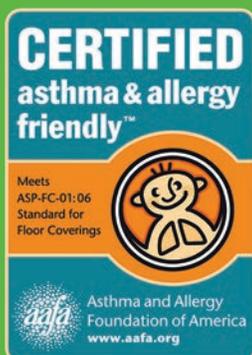
AAFA joined with Allergy Standards Limited, the international research and certification organization, to create the **asthma & allergy friendly™** Certification Program in 2006. The program tests household products against strict standards. If products pass the test, they earn the **asthma & allergy friendly™** Certification Mark.

When people see the **asthma & allergy friendly™** Mark on a household product or service, they'll know that it has been verified

by the Certification Program as better suited for those with asthma and allergies.

The **asthma & allergy friendly™** Certification Program website is full of resources for patients. On the website, patients will find:

- A list of certified products
- Bert's Blog™, with weekly tips, indoor air quality news and resources, Q&As, newly certified products and services, and more
- The list of certification standards that products are tested against
- Information on asthma and allergies
- Other materials and resources for creating a cleaner, healthier home



LOOK FOR THIS MARK!

Products that carry this Mark have been scientifically tested and are more suitable for people with asthma and allergies.

30% recognize the Mark

35% trust the Mark

62% believe products with the Mark are better products

42% would purchase a product with the Mark over a product without the Mark

Source: "AAFA Certification Testing," The Nielsen Company, 2014.



Together, We Made a Big Difference in 2015

Although our work is not done, your support helped us make a real difference in the lives of children and adults living with asthma and allergic diseases.

EDUCATION

- **We expanded our outreach to patients, families and caregivers by launching redesigned websites for both AAFA and KFA.** The websites offer mobile-friendly access to vital education and support services. They also contain practical resources and medically accurate, up-to-date health information.
- **We maintained our commitment to patient and family support by offering all education and support services without charge.** This includes AAFA's toll-free phone number, Ask the Allergist service, and our online communities. Our online communities are a place where people can connect with others to share tips, find out about new products, and discuss the challenges of managing asthma and allergic diseases.

ADVOCACY

- **We developed patient-centered principles to guide our policy and advocacy efforts on behalf of those with asthma and allergies.** These principles reflect our commitment to evidence-based care, treatment and decision-making.

- **We advocated for people living with asthma and allergies on a number of national issues, including:**
 - Improving access to affordable and quality health care and medications
 - Increased federal funding and support for the National Asthma Control Program
 - Numerous other initiatives to improve the health and quality of life for children and adults living with asthma and allergies

RESEARCH

- **We initiated a patient-centered research initiative to build the Food Allergy Patient & Family Registry.** This Registry will be developed in partnership with researchers, clinicians, and a patient and family advisory council. The Registry will give a voice to people living with food allergies and will improve the lives of millions of Americans. And, maybe one day, even find a cure. The Registry has been made possible by a generous technology grant from the Genetic Alliance.

“I was feeling lost, alone and desperate for information and support. Then I found your amazing site and have been doing so much reading, laughing, crying, thanking my lucky stars, and generally feeling more empowered and just like a normal parent of a kid with food allergies. So thank you. I really look forward to being a part of your community.” —A grateful parent



A Heartfelt Thank You

AAFA, and those we serve, are deeply grateful to the following individuals, companies and foundations that have made generous contributions. Every gift counts and helps us advance our mission to improve the lives of people with asthma and allergic diseases. Thank you!

Life Without Limits Society

The Life Without Limits Society is reserved for generous individuals who have included AAFA in their wills or estate plans. These legacy donors made a special commitment to AAFA, ensuring that our work will go on for those whose lives are affected by asthma and allergies, until we find a cure.

Miriam Yelsky (Inaugural Member)
Pearlie Akens
Ellen Bann
Bernice M. Behnke
M. Frances Bennett
Henrietta R. Bigante

Grace N. Brooks
Betty S. Christiana
Donald O. Christiana
Irene Corless
Charlotte Eiser
Joseph Eiser
Lilian Frankel

Bessie Gruskoff
Kenneth Hastings
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

Janie D. Patterson
M. Stephanie Plasek
Frank Triplett
Delphine Whaling
M. Agnes Wright
Doris M. Zulli

Donations in Memoriam

The following individuals were memorialized via contributions made to AAFA by family members and friends in 2015. We will continue to honor their memory through our service.

Colleen Alma	Barbara Dreyfus	Theodore Hyla	Yoko Ozaki	Marilyn Smitelli
Eduardo Alzua	Kris Edwards	David Johnson	Edith Patton	Jett Smith
Tom Armstrong	Arminda Falcon	Kathleen Jones	William Payne	Marisa Smock
Svetlana Balan	Marc Feola	Jeffrey Kagan	Ben Peoples	Stacy Spears
Lynn Ballard	Thomas Flanagan	Katrine Krempecke	Peter Petrov	Marvin Stallings
Damilola Beckley	Xavier Francis	Kristina Latham	Alex Pettigrew	Helen Stivala
Alfonso Bernard	Alexis Franco	Peter Lawless	Tiffany Phu	Hali Strom
Dorthelia Berry	Len Frey	Sherene Lew	Lisa Pintchman	Tonita Strong
John Berwick	Tosh Fujimoto	Christine Lichota	Elizabeth Piper	Susan Sullivan
Lizvette Betancourt	Bobbie Futrell	Howard Lipstein	Tony & Kathy Piscitiello	Jason Sundeen
Greg Biscarr	Eric Gabel	Dorothy Lowry	Dorothy Preston	John Szykniej
Glenda Blatt	John Gajda	Tonita Lynch	Rane Pruhs	Marybeth Tassin
Caleb Blaylock	Gary Gallagher	Hazel Manning	Betty Rafferty	Bradley Taylor
Joyce Brown	Alex Garry	Sissy Martin	Kimari Reed	Leo Theobald
Dorothy Butt	Geoffrey Georgetti	Mary Mason	Leona Ricciardi	Ava Toller
Scout Cantrell	Jeffery Gasper	Prakash Mathew	Desmond Richards	Jennifer Tucker
Julius Chauncy	Kayla Glazer	Rose Mayo	Tina Rinalda	Janice Turner
Madison Christopher	Holli Gontz	Darlene McAskill	Blaine Schulz	Mary Turnquist
Karen Coleman	Freda Graham	Nicole McMenamy	Thomas Scopa	David Varrasse
Teacher Cooper	Anthony Gribben	Andrea Michaud	Aliyah Seaman	Chris Via
Rose Coughlin	Dainen Haddock	Michael Mueller	Florence Sennett	Benjamin Walker
Jim & Shirley Cowell	Tracy Hainey	Kaleigh Nance	Jamie Short	Debbie Watson
James Cullinan	Philip Heitner	Margaret	Julia Silva	James Whytock
Brandon Davis	James Henneberry	Niechwiadowicz	John Skykniej	Merle Wilhite
Jacob Demler	Florence Hoffmann	Carma Norton	Carson Sloane	Chere Womack
Charlene DeSanto	Chung Hoon	Shirley Olsen	Leona Small	Jennifer Wutzke

Corporate Supporters

We are deeply grateful for the support of our 2015 corporate sponsors. Their generous contributions provide vital funding to expand our education programs for patients, families and caregivers. Their support also provides funding for nationwide public health awareness initiatives.

\$100,000+	\$25,000 – \$49,999	Roche	\$1,000 – \$2,499
Genentech	AstraZeneca	Sunbutter	Allergy & Asthma Specialists
Meda Pharmaceuticals	GlaxoSmithKline	\$2,500 – \$9,999	Dr. Lucy
Mylan Specialty	Merck	American College of Allergy, Asthma and Immunology	Hope Paige
Novartis	So Delicious Dairy Free	Applegate	ImmunoDiagnostics
Regeneron	\$10,000 – \$24,999	Enjoy Life Foods	Libre Naturals
Sanofi US	ALK Abello	Inovalon	Namaste Foods
Teva	Hyde and Watson Foundation	Nutricia North America	Practice Development Atlanta
\$50,000 – \$99,999	Patient-Centered Outcomes Research Institute	Pascha Chocolate	Wegmans
Consumer Healthcare Products Association			

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

Financial Summary

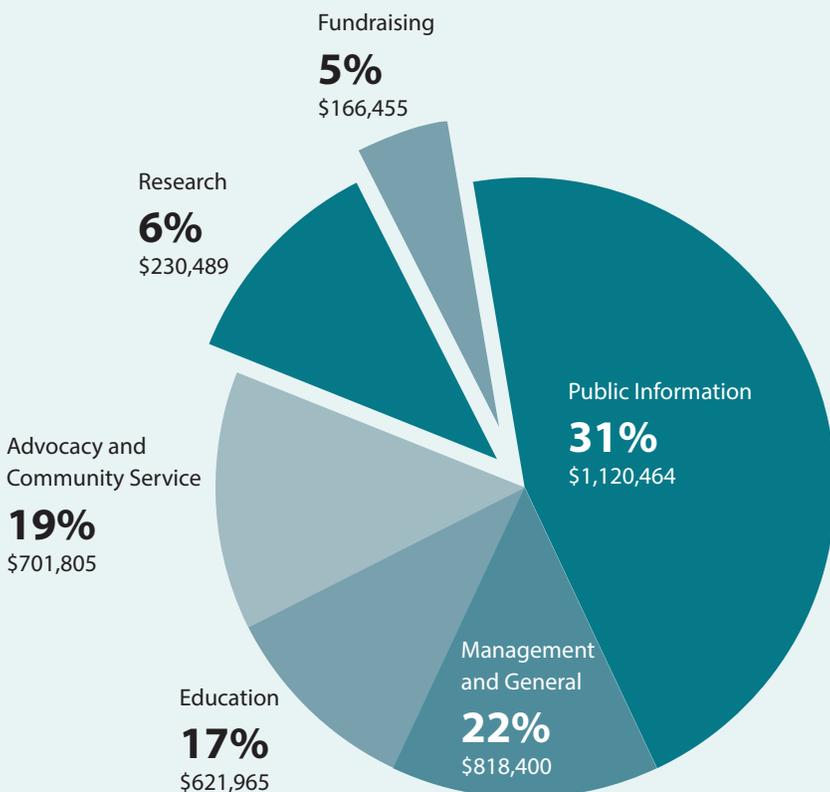
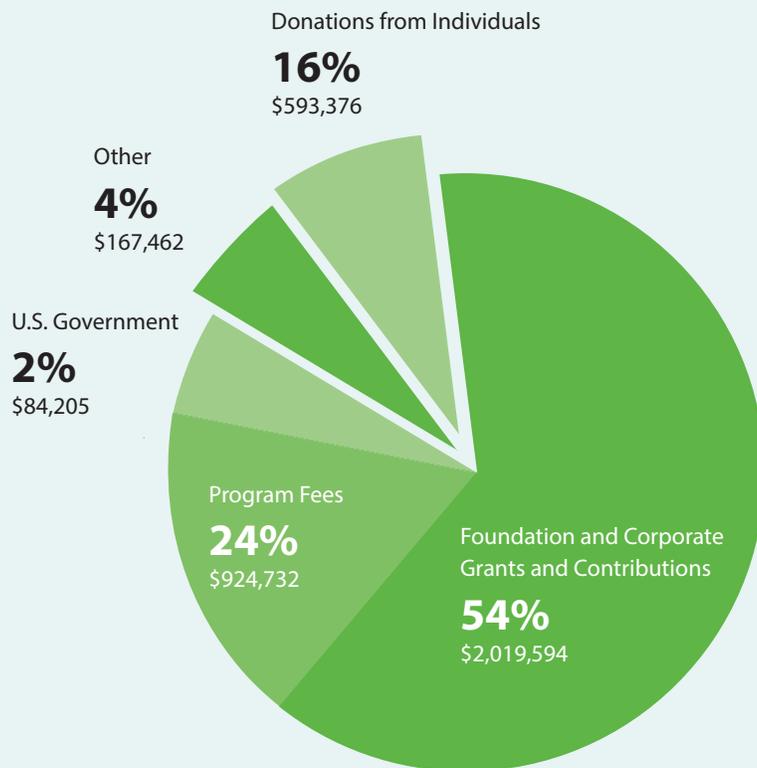
The complete financial statements, from which this financial summary was derived, have been determined to present fairly, in all material respects, the financial position of the Asthma and Allergy Foundation of America as of December 31, 2015, in conformity with generally accepted accounting principles. The audited financial statements for the year ended December 31, 2015, and IRS form 990, are available online at aafa.org.

SOURCES OF REVENUE

Financial Year Ended December 31, 2015

Revenue Total – \$3,789,369

Ending Net Assets – \$4,517,416



EXPENSES

Financial Year Ended December 31, 2015

Expense Total – \$3,659,578



You Can Save Lives!

Asthma and allergies affect most people in the United States in some way.

Since 1953, AAFA has been dedicated to improving the quality of life for people with asthma and allergic diseases through education, advocacy and research.

You can help support AAFA, and the 60 million people impacted by asthma and allergies, in a variety of ways.

You can join our free online communities, attend an asthma or allergy awareness event, start a fundraiser, or get involved in advocacy.

You can make a contribution online using our secure donation

portal. You can designate your gift in memory of a person no longer with us. You can also commemorate a birthday, anniversary or other milestone to honor a friend or family member who is living with asthma or allergies.

If you want to leave a legacy by including AAFA in your will, we can provide information on our Life Without Limits Society or other planned giving options.

Thank you for your support. Together, we will continue to help others lead lives without limits!

HOW TO DONATE

Online: aafa.org

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.



In 2015, AAFA earned a Four Star rating from Charity Navigator.



Asthma and Allergy
Foundation of America

8201 Corporate Drive • Suite 1000
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aafa.org

AAFA is a member charity of:

