



2019 ANNUAL REPORT
EMPOWERING
Our Community



Asthma and Allergy
Foundation of America

A LETTER FROM OUR CEO



In the United States, nearly 4,000 people die each year from asthma and food allergies combined. That's an average of more than 10 deaths each day. These individuals represent more than numbers and statistics. They are artists, teachers, students, adventurers, sons, daughters, husbands, wives, sisters, and brothers. Most of this loss is avoidable with the right resources, treatment, and care.

Annual reviews are usually about numbers. As you read through this Asthma and Allergy Foundation of America (AAFA) report, I hope you'll take a few moments to look beyond the numbers to absorb the true impact of your support. We think of your support as helping those artists, teachers, students, adventurers, and family members continue to lead healthy lives: one more lesson taught, more time for laughter and love spent with families. You have helped save lives.

More than 65 million Americans are living with asthma and allergies. The root of our mission is to empower our community with all the right tools to take control of their health, to thrive, and to not let their conditions hold them back. Supporting and funding our work generates change-making education, community, advocacy, and research programs. You help us make asthma and allergies a central public health issue and allow us to provide assistance to those who need it most.

I'm amazed by the focus and dedication our staff, volunteers, and supporters display each day working on behalf of others. Because of AAFA's work and your support, we'll get to a point where we see one less tragedy each day. Thanks to our supporters for all you do to help us reduce the burden of disease for people with asthma and allergies. In more ways than we can count, you help us continue to do what's necessary to empower our community.

To your good health,

A handwritten signature in black ink that reads "Kenneth Mendez". The signature is fluid and cursive, written in a professional style.

Kenneth Mendez
President and Chief Executive Officer

SENIOR STAFF LEADERSHIP

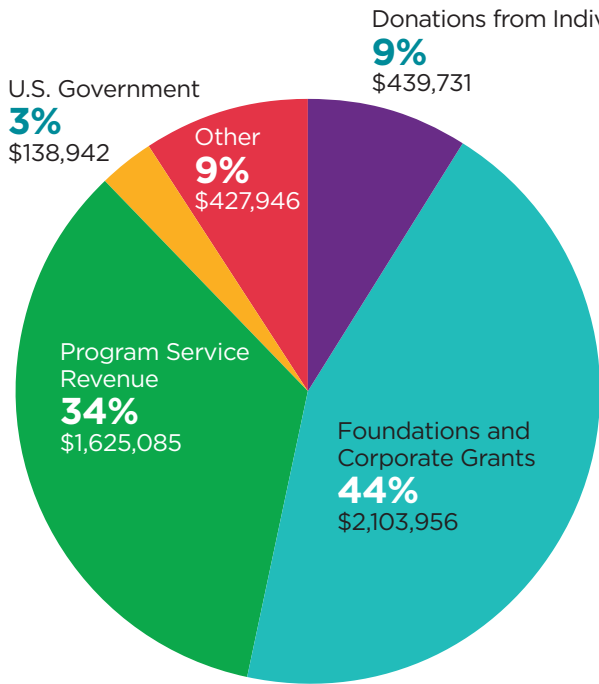
Kenneth Mendez
President and Chief Executive Officer

Melanie Carver
Vice President, Community Health and Marketing

Sanaz Eftekhari
Vice President, Corporate Affairs and Research

FINANCIAL SUMMARY

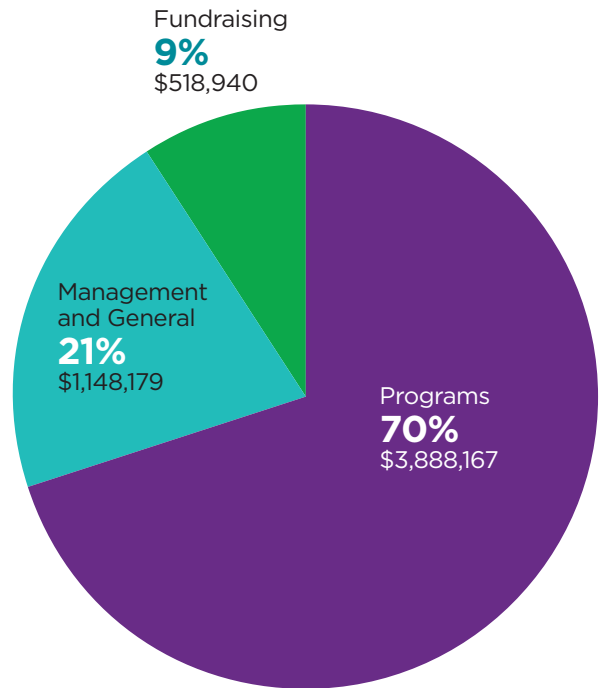
The complete financial statements, from which we derived this financial summary have been determined to present fairly, in all material respects, the financial position of the Asthma and Allergy Foundation of America as of December 31, 2019, in conformity with generally accepted accounting principles. The audited financial statements for the year ended December 31, 2019, and IRS form 990, are available online at aafa.org.



REVENUE

Financial Year Ended
December 31, 2019

Revenue Total: \$4,735,660



EXPENSES

Financial Year Ended
December 31, 2019

Expense Total: \$5,555,286

Ending Net Assets: \$2,425,177

YOUR SUPPORT MAKES A DIFFERENCE

On behalf of the families and patients we serve, thank you to the individuals, companies and foundations who make the work of AAFA and its food allergy division, Kids With Food Allergies, possible. With your generous support, we advance our mission to improve the lives of people with asthma and allergic diseases and we are able to provide life-saving education, research, advocacy and support. **Thank you.**

2019 IN A SNAPSHOT

PRIORITY ADVOCACY ISSUES: healthy school environments for people with asthma and allergies, funding the Centers for Disease Control and Prevention's national asthma control program, epinephrine shortages, affordable health insurance, clean air, healthy housing, sesame allergen labeling, eczema and food allergy treatments

Empowered
2,628
new advocates
to take action
on priority issues



Delivered the patient voice to the U.S. Food and Drug Administration (FDA) regarding sesame allergen labeling, eczema and food allergy treatments

Launched one of the nation's only severe asthma education programs



Updated and distributed our ASTHMA Care for Adults program and Asthma Management Education for allied health care providers nationwide

Over 180 products
CERTIFIED
asthma & allergy friendly®



Supplied household appliances and products to improve indoor air quality in homes for over 100 families with asthma in the Washington, D.C., St. Louis, Detroit, Anchorage and Boston areas

75% OF SURVEY RESPONDENTS said they were more likely to purchase a product if it had a third-party certification from a nonprofit organization like AAFA*

Provided online support for
47,009
active community members

15,000 editorial mentions in the media with over **8,500,000,000** impressions

154,801
educational items distributed across the U.S.

NEW PUBLICATIONS: Spring Allergy Capitals™ and Asthma Capitals™ reports; 2019 State Honor Roll of Asthma and Allergy Policies for Schools



Advocated for safer and more inclusive airline travel for people with allergies

Published the parent perspectives detailed in the My Life With Food Allergy study to highlight the social, emotional and financial burden of living with food allergies

Built a chatbot to provide 24/7 service to help people learn more about health insurance and asthma



256,604
Facebook followers



29,801
Twitter followers



19,734
Instagram followers



597 RNs and **1,606** RTs earned continuing education from AAFA



You have the ability to **EMPOWER.**

**Your support makes a difference
to the millions affected by asthma
and allergic diseases.**

Because of you – our donors, volunteers and community members – AAFA is able to provide life-saving information and education to millions of patients and families. For more than 65 years, AAFA has been dedicated to saving lives and improving the quality of life for people with asthma and allergic diseases. We are honored by the many ways you support our mission. Whether you join our online communities, attend an awareness event, hold a fundraiser or support our advocacy efforts – you are helping to empower others. Members of our Life Without Limits™ Society leave a lasting legacy by including AAFA in their wills and bequest plans, ensuring our mission will reach future patients and families. Thank you for the many ways you make a difference for all those we serve.

HOW TO DONATE

Online: aafa.org/donate

By phone: 800-7-ASTHMA

By mail: Asthma and Allergy Foundation of America,
PO Box 424053, Washington, DC 20042

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.

The Asthma and Allergy Foundation (CFC #10583) is a proud participant of the Combined Federal Campaign (CFC) – the only way federal government military and civilian employees are able to support the agencies making a difference in the world through workplace giving donations!



In 2019, AAFA earned a the Platinum Seal of Transparency from GuideStar. The National Health Council (NHC) also certified that AAFA met its rigorous Standards of Excellence in nonprofit transparency and accountability again for 2019. AAFA is the only asthma and allergy charity that is a member of the NHC. AAFA also met the rigorous standards of the Better Business Bureau Charity Seal.



Asthma and Allergy
Foundation of America