



Asthma and Allergy  
Foundation of America

2018 ANNUAL REPORT  
**GROWING  
OUR IMPACT**

## A LETTER FROM OUR CEO



More than 65 million Americans live with asthma and allergies. You probably know someone touched by these conditions. For some, asthma and allergies are life-threatening. As you read this Asthma and Allergy Foundation of America (AAFA) Annual Report, you will see how your support helps what we do.

When I joined AAFA in early 2018, I knew all too well the importance of AAFA's work. Two of my sons have asthma and life-threatening food allergies. My family has experienced the challenges, fears, and unknowns of living with asthma and allergies - hospital visits, learning to study every ingredient label for allergens and knowing what could set off a potentially life-threatening allergic reaction.

I am grateful to be working with a group of dedicated staff, volunteers and supporters who are driven by helping others. Almost every day, our team hears about a tragic event caused by asthma or an allergic reaction. Ten people die each day in the U.S. from asthma. Food allergies result in 200,000 emergency department visits in the U.S. each year.

Thank you for your help as we try to eliminate these tragedies and improve the quality of life for those who struggle with asthma and allergies. We cannot do our important work without your support.

To your good health,

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

Kenneth Mendez  
Chief Executive Officer

### SENIOR STAFF LEADERSHIP

**Kenneth Mendez**

President and Chief Executive Officer

**Lynda Mitchell**

Chief Operations Officer

**David McCallum**

Chief of Staff

**Melanie Carver**

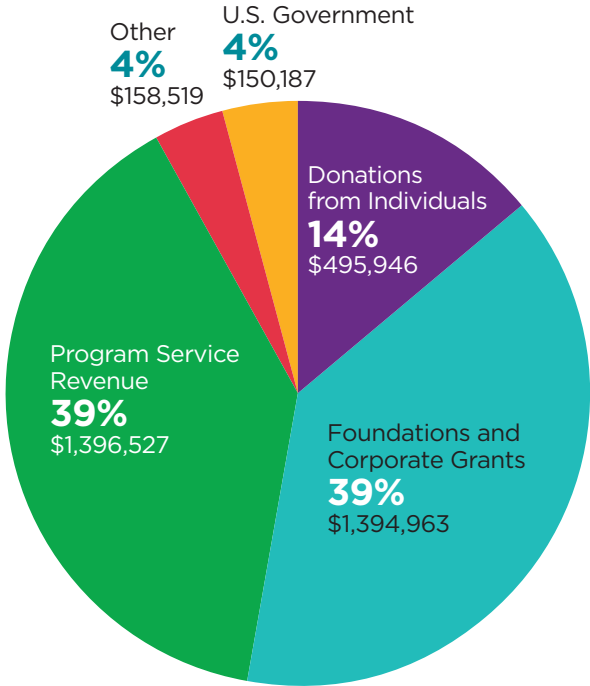
Vice President, Digital Strategy and Community Health

**Sanaz Eftekhari**

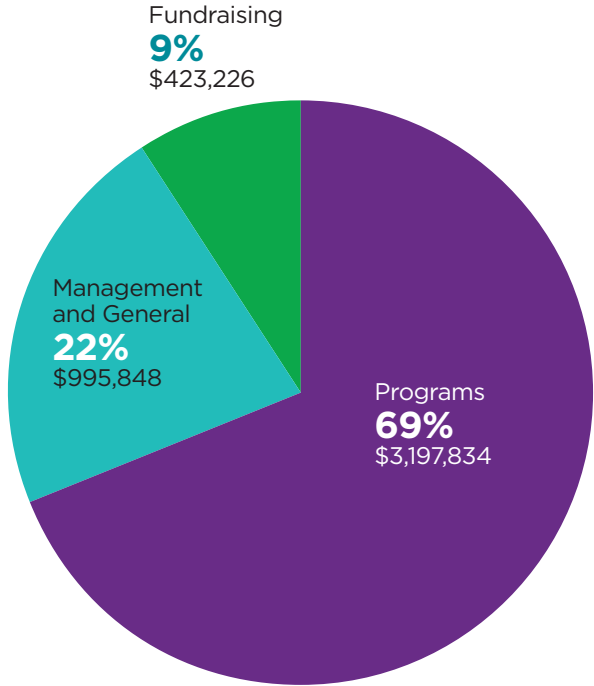
Vice President, Corporate Affairs and Research

# 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, 2018, in conformity with generally accepted accounting principles. The audited financial statements for the year ended December 31, 2018, and IRS form 990, are available online at [aafa.org](http://aafa.org).



**REVENUE**  
 Financial Year Ended  
 December 31, 2018  
**Revenue Total: \$3,596,142**



**EXPENSES**  
 Financial Year Ended  
 December 31, 2018  
**Expense Total: \$4,616,908**

**Ending Net Assets: \$2,838,173**

# OUR DEEPEST THANKS AND APPRECIATION

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.**



# 2018 IN A SNAPSHOT

## PRIORITY ADVOCACY ISSUES:

sesame allergen labeling, epinephrine shortages, clean air, funding CDC's national asthma control program, exposure to animals on planes, the cost of asthma biologics, and healthy housing

Empowered

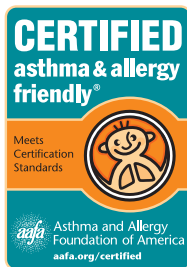
# 6,479

new advocates to take action on priority issues



Received a grant from the Patient Centered Outcomes Research Institute (PCORI) to build an infrastructure to connect patients with researchers

34 companies and over 200 products **CERTIFIED asthma & allergy friendly®**



Partnered with Children's Hospital of Philadelphia (CHOP) to provide CERTIFIED products to families with recent asthma ER visits

**78% 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 support for **44,187** community members

**24,000** editorial mentions in the media with over **7,000,000,000** impressions including **2 BILLION** impressions on our viral campaign to address food allergy bullying in the Peter Rabbit movie by Sony Pictures

**NEW PUBLICATIONS:** Allergy Capitals, Asthma Capitals, Teal Classroom Kit (food allergies in school)

Developed new strategic plan for 2019-2021

Landmark Atopic Dermatitis (AD) in America study addressed the prevalence of AD in the U.S. and its impact on quality of life:

- 6 poster presentations
- 7 written and accepted journal articles
- 3 additional articles submitted for 2019



Launched new online learning platform with courses on ASTHMA Care, Food Allergy 101, and Understanding Research

# 157,238

educational items distributed across the U.S.; **1,700** asthma education materials supplied to event in Nigeria



**240,552** Facebook followers



**20,447** Twitter followers



**14,083** Instagram followers



**944** RNs and **3,782** RTs earned continuing education from AAFA



# You save LIVES.

**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 65 years, AAFA has been dedicated to 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 make a difference. 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](http://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 2018, AAFA earned a Three Star rating from Charity Navigator. In 2018, The National Health Council (NHC) certified that AAFA met its rigorous Standards of Excellence in nonprofit transparency and accountability. 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