



BREATHE  
CALIFORNIA

WINTER 2006/2007

# Breathe Healthy

## The Annual Report

From our summer asthma camp to our teen tobacco education programs, Breathe California's commitment to fighting lung disease remained as strong as ever during the 2005-2006 fiscal year. Join us as we look back at the names, numbers and faces that made up the story of our service.

**Also Inside:**  
RECAP OF OUR FALL EVENTS  
NEW QUIT-SMOKING CLASSES TO BE OFFERED

# A Message from the Chairman of the Board

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**Breathe Healthy** is a publication of Breathe California of the Bay Area

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As I look back on the past year, I'm overwhelmed with pride for all that has been accomplished in the fight against lung disease. During this time, Breathe California of the Bay Area reached a staggering 108,373 residents through a host of local programs and services. Yet, the true significance of our local agency's work lies not only in numbers and facts, but in the names, faces and lives we have touched: the kids who gained confidence after learning to manage their asthma; the former smoker who can now enjoy more of what life has to offer; the emphysema patients who have found the courage to continue living life to its fullest; and for all of our lung disease patients, the hope and comfort offered by knowing that they are not alone.

That is not to say that the past year did not also pose its own set of challenges. We continued to be affected by a local economy which is only now slowly returning to its former strength and in February, we were forced to make a difficult choice. In order to continue our focus on local programs and services, it became necessary to end our affiliation with the national American Lung Association. While we remain the same agency with the same people pursuing the same mission, we have had to expend significant time and effort to dismiss confusion and ensure that the public is aware that we continue to offer the same critical lung disease services, albeit under a new name.

The response has been nothing less than overwhelming! Breathe California of the Bay Area has been embraced by our community, as evidenced by the dramatic turnout and financial success of the *Breath of Life Walk* this September. Through the dedicated efforts of our board, staff and volunteers, we have met the challenges posed by this year of transition while simultaneously continuing to provide the high quality of service that local residents have come to expect.

As we look forward to the coming year, we hope to further expand our local programs. To do this, we desperately need your support - whether it be in the form of a donation, as a volunteer or as a partner. As you read this annual report, I urge you to join us in our efforts to continue the fight against lung disease and further reduce the impact it has on our friends, families and communities.



Gratefully yours,

**Tom M. Dailey, MD, FCCP**  
Chairman of the Board of Directors  
*Breathe California of the Bay Area*

## MEET THE NEW FACES OF THE BOARD OF DIRECTORS!



It is our great pleasure to introduce four new members of our board of directors who have recently joined the Breathe California family. Dave Delaney (*top left*), Regional Medical Center of San Jose's CFO, brings to the board vast experience from the business side of the health care industry. Jerry Denny (*right*), the Environmental Health & Safety Coordinator at the San Jose Flea Market, will offer another knowledgeable voice on air quality and public health issues. Dr. Hiep Doan (*picture unavailable*) is a research associate at the Northern California Cancer Center with strong ties to the Vietnamese community. And Joe Moless (*bottom left*), Dean of the Lincoln Law School of San Jose, brings with him not only his legal expertise but a passion for serving the community. We look forward to the outstanding leadership that will be provided by our new directors.



# The 2005-2006 Annual Report

The 2005-2006 fiscal year witnessed a number of changes as well as many exciting opportunities for the future. In February, the agency ended its affiliation with the American Lung Association and became Breathe California. Despite the major transition this entailed, the agency still reached 108,373 Bay Area residents through direct programs and services. And by maintaining a high level of service to its constituents, Breathe California is poised to fulfill its goal of improving the ways the agency serves its local communities in the years to come.



Leland High School students lead a discussion on how smoking harms the lungs during a **CLASP** session at Bret Harte Middle School.

## ENVIRONMENTAL HEALTH

With the risk posed by air pollutants becoming even more evident, Breathe California continued to address air quality issues, reaching 17,687 individuals through its wide array of environmental health projects. Its greenhouse gas advocacy efforts included pushing for a natural gas garbage truck fleet in San Jose, participating in the Anti-Idling Day of Action as a member of the Bay Area Clean Air Task Force and hosting the 16th annual Clean Air Awards Luncheon to recognize local champions of clean air. Through its Tools for Schools program, Breathe California worked with principals, district officials, teachers and site staff to improve indoor air quality at four local schools serving 2,400 students.

In the ongoing battle against secondhand smoke, the agency continued its grassroots advocacy of a smoke-free parks policy in San Jose and successfully helped Milpitas implement more stringent protections from secondhand smoke in public spaces. Agency staff also conducted 25 presentations to various apartment managers and tenants to discuss the benefits of implementing smoke-free policies at their complexes. This included outreach to the Hollister Migrant Center and Quintero Labor Camp where the agency helped management create a smoke-free campus for the more than 300 residents.

**The agency's Ashkickers, Quit the Hits, and Smokeless Saturday programs offered smoking cessation assistance to 556 smoker and 195 parents of smoking teens.**

## TOBACCO CONTROL

In its efforts to reduce the impact of lung disease in the future, Breathe California reached 25,092 individuals of all ages with smoking prevention, education and assistance programs during the past fiscal year. This included 4,560 people who were reached through the agency's tobacco education presentations.

The agency's multi-session *Ashkickers* smoking cessation classes, *Quit the Hits* teen cessation program and one-day *Smokeless Saturday School* diversion class helped 556 smokers and 195 parents of smoking teens. An additional 200 people were assisted through self-help programs and counseling, and more than 500 youth were reached with tobacco prevention programs such as the agency's innovative *Counseling Leadership Against Smoking Pressures (CLASP)*.

Breathe California also took a leadership role in local tobacco control efforts, serving as chair of the San Jose

*Tobacco Free Collaborative*, teaching more than 174 "trainers" how to assist their clients in tobacco prevention and education, and helping host the annual *World No Tobacco Day* event. The agency also mentored Korean American Community Services and Foothill Community College with surveying and advocacy efforts as they sought

*Continued on page 3*

## 2006-2007 Board of Directors

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MD, FCCP

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Hon. Rod Diridon

**Past-Chair**  
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David Delaney

**Secretary**  
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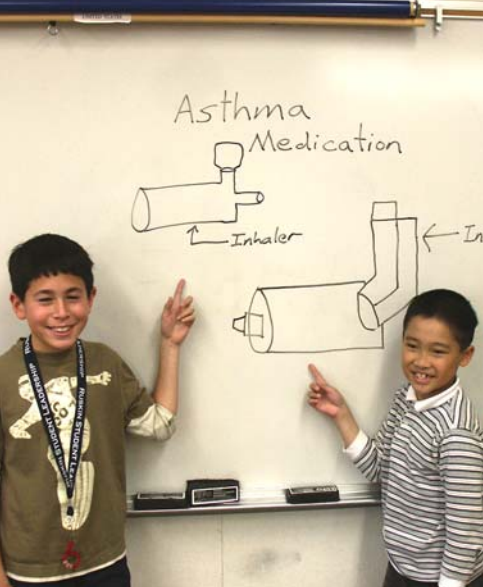
Joe Moless

Brian Pong

Terry Trumbull

Sharon Wahl,  
Ed.D, RN

**President  
and CEO**  
Margo Sidener,  
MS, CHES



Students of the agency's **Asthma Management Classes** at Ruskin Elementary School smile for the camera after "demonstrating" how to use an inhaler in front of the class.

# Annual Report

*Continued from page 2*

to implement new secondhand smoke policies, resulting in nine new "smoke-free" Korean businesses and stricter smoking policies on the Foothill campus.

## ASTHMA

The agency's commitment to helping those with asthma remained a top priority, as 21,121 people were reached through asthma awareness and education programs. The agency conducted its six-week asthma management classes at 17 local

schools, helping 147 asthmatic children develop skills to help them breathe easier. Thirty youth attended the summer *Camp Superstuff* where they learned how to manage their asthma and interacted with other kids who also suffered from the same disease. In addition, close to 400 students learned about the chronic lung disease through presentations at schools and childcare centers.

In hosting 24 in-service trainings and workshops, the agency taught 448 school staff and 410 parents strategies to support asthmatic children.

The agency sponsored an asthma forum which educated 31 health professionals on the latest asthma trends, and its quarterly *Parents of Asthmatic Children (PAC)* support group meetings attracted 87 families. The agency also published a free local Asthma Resource Guide in both English and Spanish which was distributed to 400 people.

**The agency conducted its six-week asthma management classes at 17 local schools, helping 147 asthmatic children develop skills to help them breathe easier.**

## OTHER LUNG DISEASES

Breathe California brought its services to those struggling with other forms of lung disease such as emphysema, lung cancer or tuberculosis. Its *Better Breathers Club* support groups in Palo Alto, Gilroy and San Jose offered 134 members tips to lead fuller lives and an open forum to share experiences. The agency's equipment provision program offered donated machines to more than

70 needy patients and the agency conducted lung screenings for close to 600 individuals at various local events.

In addition, the agency continued its role as a pioneer in the fight against tuberculosis, serving as co-chair of the 30-member Tuberculosis Prevention Partnership. The coalition offered in-service training to 19 teachers, held a workshop for 20 nurses and coordinated a speakers bureau that presented to 530 high-risk individuals at ESL classes and immigrant/refugee groups.

## COMMUNITY HEALTH

Believing that prevention and education are critical to building healthy communities, Breathe California continued to raise public awareness about lung health issues. The agency interacted with 30,632 individuals at 95 local health fairs and reached 2,564 people through its Speakers Bureau. In addition, 1,682 local residents utilized our extensive library and 3,800 callers and visitors to our office received live assistance.

The agency continued to publish numerous magazines and newsletters with a total circulation of 5,603 and its website provided in-depth information on a wide range of lung health topics to approximately 24,000 visitors. Furthermore, the agency continued to gain media

coverage from 51 regional, local, community and ethnic media outlets. In all, Breathe California participated in 20 television broadcasts, conducted 17 radio interviews and appeared in 49 newspaper articles, garnering a total of 5.5 million media impressions in the Bay Area alone.

Members of the San Jose **Better Breathers Club** listen to one of the guest speakers invited to speak at the monthly meetings.



"Many of us sometimes just feel more comfortable staying at home rather than going out. The nice thing about the Better Breathers Club is that we're able to get together and help each other which really gives us the courage to go on and do what we have to do."

**Jean Elder,**  
Gilroy Better Breathers Club Member



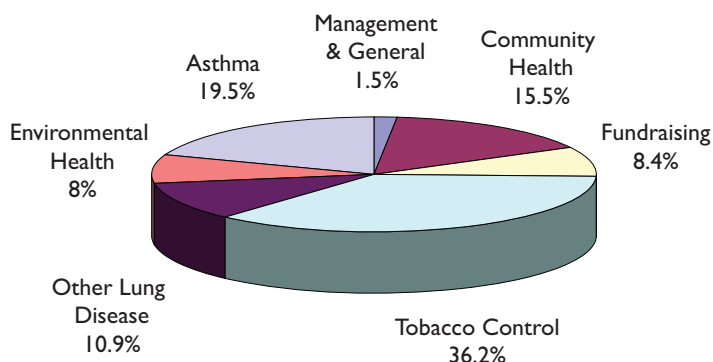
PUTTING YOUR GENEROUS DONATIONS TO WORK  
**The 2005-2006 Annual Report**

**STATEMENT OF FUNCTIONAL EXPENSES**

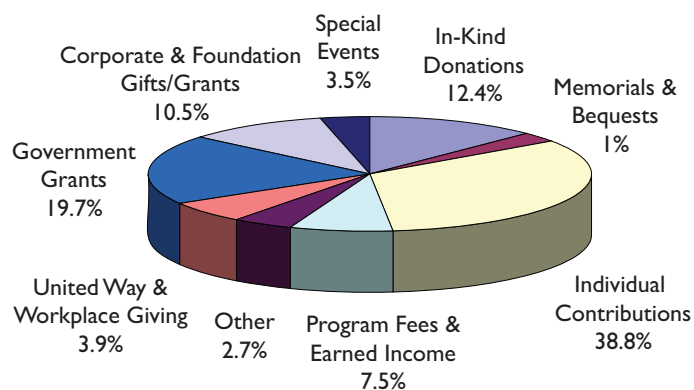
for the fiscal year ending June 30, 2006

| Category  | Program Services     |                 |                |                     |                  | Program Subtotal | Supporting Activities |                        |                  | Total All Funds  |                  |
|---|----------------------|-----------------|----------------|---------------------|------------------|------------------|-----------------------|------------------------|------------------|------------------|------------------|
|   | Environmental Health | Tobacco Control | Asthma         | Other Lung Diseases | Community Health |                  | Fund Raising          | Management and General | Support Subtotal | Year End 6/30/06 | Year End 6/30/05 |
| Salaries  | 50,112               | 255,857         | 129,256        | 57,381              | 104,832          | <b>597,438</b>   | 32,703                | 11,109                 | <b>43,812</b>    | <b>641,250</b>   | 615,451          |
| Payroll Taxes and Employee Benefits             | 11,678               | 45,429          | 27,642         | 12,983              | 24,535           | <b>122,267</b>   | 7,582                 | 2,808                  | <b>10,390</b>    | <b>132,657</b>   | 136,273          |
| Professional Fees                               | 8,506                | 52,263          | 20,470         | 9,633               | 18,205           | <b>109,077</b>   | 16,470                | 2,027                  | <b>18,497</b>    | <b>127,574</b>   | 85,614           |
| Business Insurance                              | 1,836                | 3,679           | 2,716          | 1,255               | 2,371            | <b>11,857</b>    | 667                   | 247                    | <b>914</b>       | <b>12,771</b>    | 8,387            |
| Building Occupancy                              | 4,189                | 7,239           | 5,523          | 2,599               | 4,912            | <b>24,462</b>    | 1,326                 | 491                    | <b>1,817</b>     | <b>26,279</b>    | 26,519           |
| Telephone                                       | 1,085                | 4,563           | 2,382          | 1,121               | 2,119            | <b>11,270</b>    | 254                   | 94                     | <b>348</b>       | <b>11,618</b>    | 10,069           |
| Meetings and Travel                             | 2,226                | 5,618           | 2,326          | 1,160               | 1,671            | <b>13,001</b>    | 440                   | 149                    | <b>589</b>       | <b>13,590</b>    | 14,335           |
| Supplies  | 1,272                | 4,524           | 7,825          | 1,208               | 1,493            | <b>16,322</b>    | 222                   | 82                     | <b>304</b>       | <b>16,626</b>    | 14,241           |
| Printing and Publishing                         | 7,653                | 19,244          | 11,433         | 16,237              | 8,681            | <b>63,248</b>    | 20,641                | 234                    | <b>20,875</b>    | <b>84,123</b>    | 95,554           |
| Postage and Shipping                            | 1,515                | 12,319          | 6,766          | 5,212               | 5,746            | <b>31,558</b>    | 14,613                | 244                    | <b>14,857</b>    | <b>46,415</b>    | 47,100           |
| Office Equipment                                | 2,212                | 14,677          | 8,162          | 3,841               | 7,259            | <b>36,151</b>    | 843                   | 312                    | <b>1,155</b>     | <b>37,306</b>    | 32,940           |
| Dues and Subscriptions                          | 324                  | 403             | 459            | 239                 | 261              | <b>1,686</b>     | 191                   | 19                     | <b>210</b>       | <b>1,896</b>     | 2,182            |
| Media Expenses                                  | 8,257                | 11,827          | 10,165         | 309                 | 536              | <b>31,094</b>    | 9,438                 | 40                     | <b>9,478</b>     | <b>40,572</b>    | 22,835           |
| Support of Special Projects                     | 691                  | 6,332           | 3,993          | 1,597               | 3,018            | <b>15,631</b>    | 936                   | 346                    | <b>1,282</b>     | <b>16,913</b>    | 51,880           |
| Depreciation                                    | 1,944                | 9,178           | 5,375          | 2,530               | 4,781            | <b>23,808</b>    | 1,481                 | 549                    | <b>2,030</b>     | <b>25,838</b>    | 25,590           |
| Assessments to National and State Organizations | 3,477                | 31,866          | 17,081         | 28,112              | 18,149           | <b>98,685</b>    | 4,708                 | 1,744                  | <b>6,452</b>     | <b>105,137</b>   | 95,224           |
| <b>Total Functional Expenses</b>                | <b>106,977</b>       | <b>485,018</b>  | <b>261,574</b> | <b>145,417</b>      | <b>208,569</b>   | <b>1,207,555</b> | <b>112,515</b>        | <b>20,495</b>          | <b>133,010</b>   | <b>1,340,565</b> | <b>1,284,194</b> |
| Percent of Total Functional Expenses            | 7.98%                | 36.18%          | 19.51%         | 10.85%              | 15.56%           | <b>90.08%</b>    | 8.39%                 | 1.53%                  | <b>9.92%</b>     | <b>100.00%</b>   | N/A              |

**EXPENSES BY PROGRAM AREA**



**REVENUE BY SOURCE**



If you would like a copy of our complete financial statements for the 2005-2006 fiscal year, please contact us at (408) 998-5865.

MAKING OUR WORK POSSIBLE

# Thank You to Our Countless Supporters!

We would like to extend our deepest thanks to all who supported Breathe California during the 05-06 fiscal year. Every dollar helps us continue our efforts to fight lung disease in all its forms! A special thanks goes out to our grantors as well as our top corporate and individual donors:

## GRANTORS

California Department of Health Services  
The City of San Jose  
The Health Trust  
Kaiser Permanente - Santa Clara & Santa Teresa  
Santa Clara County - Steps Project, Tobacco Control & TB Prevention  
United States EPA  
Valley Foundation

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Allergy & Asthma Associates of Northern California  
AMB Property Corporation  
Ameqa Farm Company  
Apergen  
Blue Cross of California  
Bonfante Gardens  
Bruce Barton Pump Service  
Cadence Design Systems  
Calpine Foundation  
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Community Foundation Silicon Valley  
Evans & O'Brien  
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Hewlett-Packard Employee Charitable Giving Program  
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Kaiser Permanente of Northern California  
Meriwest Credit Union  
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O'Connor Hospital  
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Redwood Geotechnical Engineering, Inc.  
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## Fighting Lung Disease in All its Forms



A Breathe California volunteer conducts a lung screening test for a visitor to the **Open Air Health Fair**.

### EXTENDING A HELPING HAND TO THOSE IN NEED

When his turn in line came, the 9-year old boy walked slowly and silently into Breathe California's booth at the Open Air Health Fair. Assuming the child was naturally shy, the volunteers tried to warm him up with some friendly chatter. But as they began the asthma screening, the volunteers noticed that he was exhibiting the early warning signs of an asthma attack.

"At that time, the boy told the volunteer nurse and respiratory therapist that he did have asthma but had been without an inhaler for three weeks because his family no longer had health insurance," recalled Breathe California Board Member Daryl Canham, RN, Ed.D who was volunteering at the event. "It was apparent the family needed to be connected with medical resources, so we took the boy to see one of the volunteer physicians at the event and led his mother to representatives from South Bay Children's Health Foundation who helped her sign-up for the Healthy Families insurance program on the spot. Finally, we collected some donations so she could pay for the asthma medication which the child needed immediately."

Although one of the weekend's more dramatic stories, it nonetheless exemplified the value of the various health resources available to the fair's countless visitors. With everything from cholesterol testing

to quit-smoking aids, the event was able to offer all who came a path to a fuller and healthier life. Breathe California would also like to extend its thanks to the **Wells Fargo Foundation** for its generous support of the 2006 Open Air Health Fair.

### NEWLY-NAMED BREATH OF LIFE WALK IS A SUCCESS!

On the morning of September 23rd, WestValley College came to life as close to 300 local residents showed up to participate in the agency's Breath of Life Walk. The event went on to be a huge success, not only raising close to \$50,000 for Breathe California's local programs and services, but also offering a warm reunion for those whose lives had been touched by the agency.

"We wanted to come out to support programs like Breathe California's Asthma Camp which has helped teach our son Erik how to manage his condition," said Los Gatos resident Bridget Miller who helped Erik organize the family's Asthma Busters walking team. "Erik no longer shies away from exercise, enjoys playing sports and wants to walk to help fight lung disease."

We would like to thank everyone who made our walk a success, including our presenting sponsor, **Kaiser Permanente**, as well as our other event sponsors: O'Connor Hospital, Evans O'Brien, Fresh Choice, Silicon Valley Community Newspapers, KFOX and the Allergy and Asthma Associates of Northern California.



### AGENCY RECEIVES GRANT FROM eBay

On November 6th, the eBay Foundation awarded a \$2,500 *Champion a Charity* grant to support Breathe California's Seniors Breathe Easy project. The grant was made possible through the efforts of Eric Warfel (*shown above with Breathe California CEO Margo Sidener*), an eBay employee who "championed" funding for Breathe California, and will fund a wide array of programs serving seniors including the Better Breathers Club support groups, smoking cessation classes and community health education presentations and workshops.

The eBay Foundation's *Champion a Charity* program encourages employees to become involved with local non-profits that work to improve the quality of life enjoyed in the area. To be considered, non-profits must be nominated by an employee and go through a competitive evaluation process headed by a committee of eBay employees.

Breathe California would like to thank Eric for his commitment to helping local seniors breathe easier and the eBay Foundation for its generous support of our drive to build healthy communities.

## LOCAL PROGRAM UPDATE

# Quit-Smoking Classes Aim to Make New Year Resolutions Come True

With the New Year around the corner, many Americans are gearing up to tackle those tough resolutions. Whether the goal is losing weight, getting more exercise or becoming debt-free, changing your behavior can prove to be quite a challenge. Fortunately, those who decide to start the new year tobacco-free won't have to look far to find assistance. For this New Year, Breathe California will be offering smokers a helping hand as it rolls out all-new sessions of its Ashkickers Smoking Cessation Classes.

"Our program is designed for long-term success by addressing all the issues that smokers face when attempting to quit," says Margo Sidener, President and CEO of Breathe California of the Bay Area. "From preparing to quit to maintaining a smoke-free life, our group support atmosphere and trained facilitators offer participants the resources they need to kick the habit."

The Ashkickers program consists of six weekly sessions which offer smokers assistance as they travel through the

various stages of quitting. Led by a trained facilitator, the curriculum covers a wide array of important topics such as dealing with stress, nutritional tips and how to avoid temptation. In addition, the presence of other smokers who are attempting to quit builds a natural support network for each participant.



This New Year, smokers looking for help as they quit smoking will find more options than ever. The agency is proud to announce that it will be hosting Ashkickers classes in the following locations this January:

- Gilroy** - St. Louise Regional Hospital
- Mountain View** - El Camino Hospital
- Palo Alto** - Avenidas Senior Center
- San Jose** - O'Connor Hospital

The agency is also working to set up classes in **Sunnyvale** and **Fremont** as well. For more information about the Ashkickers program or our full New Year schedule of classes, please call (408) 998-5865 or visit [www.lungsrus.org](http://www.lungsrus.org).

## HELP FIGHT LUNG DISEASE THROUGH A GIFT ANNUITY!

Help lung disease patients breathe easier while planning for your own future by setting up a charitable gift annuity with Breathe California. A gift annuity is a contract between you and the agency to pay up to two individuals (which can include you) a fixed income for the rest of your lives. In addition, you qualify for a sizable tax deduction, and a portion of the income may be tax-free!

Rates are currently higher than most money market investments and for a single individual range from 6.0% for someone 65 years old to 11.3% for someone 90. For two individuals, the rates range from 5.6% for two individuals aged 65 to 9.3% for 90.

For more information on charitable gift annuities or the agency's other planned giving options, please contact Steve French at (408) 998-5865 or [steve@lungsrus.org](mailto:steve@lungsrus.org).



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