



Asthma and Allergy  
Foundation of America®  
MICHIGAN CHAPTER

# AAFA-MI

## Annual Report 2010

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**CFC #51562**

### Many Impacted Despite Challenges!

*Thank you to all those who have contributed time, support and funds – without you – we could not exist!*

*Our biggest donors this year include:*

**CSL Behring**

**Combined Federal Campaign - Southeastern Michigan Area**

**Janz & Knight PLC - Roy Michell Foundation**

2010 proved to be a tough year for many charities serving Michigan. But we kept our focus, remained true to our mission to improve the quality of life for those affected by asthma and allergic diseases through education, training and advocacy, and managed to continue to thrive.

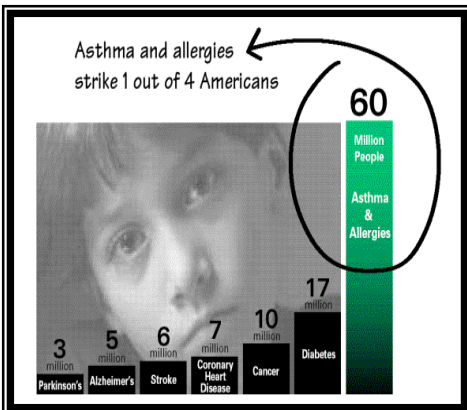
In 2010, we influenced the lives of thousands across Michigan through our many programs; including: *Asthma Basics & Control*® (for parents & families), *Emerging Science in Asthma & Allergy Management* (our annual medical conference,) and *Asthma Management & Education* (for Allied Health), as well as participating with many community health fairs, schools events and workplace programs across Michigan.

Unfortunately, asthma is still the nation's most common and most costly chronic disease. Allergies & food allergies affect even more American's. Together, these diseases affect more than 60 million Americans. This is more than diabetes, cancer, heart disease, stroke, Alzheimer's & Parkinson's **combined!**

Michigan has close to a million people with asthma; about 25% of these are just kids! In fact, it's the number one reason children miss school, go to the Emergency Room, or are hospitalized. Total annual costs for asthma in Michigan exceed \$374 million - much of this is associated with out-of-control asthma! Now more than ever, control is needed!

The good news is deaths from asthma are on the decline.

Thanks to our staff, Board Members, faculty, and volunteers we are changing these startling facts for so many in Michigan - through our quality programs, services, and our passion to do what's best for those affected by asthma and allergies.



- 40,000 people miss school or work due to asthma
- 30,000 people have an asthma attack
- 5,000 people visit the emergency room due to asthma
- 550 people visit the emergency room due to food allergies
- 9 people die from asthma

◀ **Every Day in America**

*AAFA-MI is seeking dedicated volunteers. If you're interested, please contact our Executive Director*

"You make a living by what you get, but you make a life by what you give."

Winston Churchill



72¢ of every dollar spent supports Programs & Services

25¢ supports Administrative costs

3¢ goes to Fundraising

## 2010 Accomplishments

Our outreach efforts continued in communities throughout Michigan. Here is a sampling of our efforts:

### Public Outreach

- ⊙ Over 2800 individuals were reached through our involvement with community health fairs, workplace programs, lectures, and phone & website interactions!
- ⊙ 105 Doctors, Nurses, Respiratory Therapists, and other clinicians were educated through our annual scientific conference, allied health programs & outreach efforts.

### Nutritionists, Food Service Personnel, & Chefs

- ⊙ 40 School Nutrition staff received specialized food allergy education. Our experts provide workshops and on-site education.

### Principles, Teachers and School Staff & Childcare Providers

- ⊙ 360 School and Childcare professionals were educated by our certified asthma educator. This education should improve absenteeism due to out of control asthma and allergies. Let's keep our kids in school!

### Camp Michi-Mac

- ⊙ For over 30 years, Camp Michi-Mac has provided a rich & rewarding 24/7 experience for kids who are challenged by their asthma & allergies. We are proud to support their efforts & successes!

### Collaborations, Coalitions & Progress

- ⊙ AAFA-MI staff and volunteers are active leaders with several coalitions & groups dedicated to asthma, allergy and food allergy issues (example: Green & Healthy Homes Collaborative, Detroit Alliance for Asthma Awareness, Michigan Allergy & Asthma Society.)
- ⊙ AAFA-MI is an active participant on the Michigan Asthma Advisory Council (MAAC) a panel of asthma experts consulting with the State on policy, management, health disparity issues, and guidelines.
- ⊙ Through AAFA National, many exciting programs exist: *Asthma & Allergy Friendly® Certification Program* (assists consumers with choosing "friendly" products) [www.AsthmaandAllergyFriendly.com](http://www.AsthmaandAllergyFriendly.com) *Asthma PACT™* (on-line tool to assess asthma control) [www.AsthmaPact.org](http://www.AsthmaPact.org)

For details on these or any of our programs and services - visit: [www.aafamich.org](http://www.aafamich.org)

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KATHLEEN SLONAGER, RN, AE-C

*"Our heartfelt thanks for your visit...your presentation made an impact!." AS –  
Social Worker*