

2020 ANNUAL REPORT

# Your **TRUSTED ALLY** in Health



Asthma and Allergy  
Foundation of America





# THANK YOU For Your Support

Please help us improve the lives of people with asthma and allergies. With your donation, we can continue our critical mission to save lives and reduce the burden of these diseases on the people affected.

Visit [aafa.org/give](https://aafa.org/give) to support our work.

Leave a lasting legacy of support by including AAFA in your will. Email [info@aafa.org](mailto:info@aafa.org) for more information.



## HOW TO DONATE

**Make a secure donation online:** [aafa.org/give](https://aafa.org/give)

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

**By phone:** 800-7-ASTHMA

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 (AAFA) 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! AAFA's CFC agency number is 10583.*

AAFA is a 501(c)(3) not-for-profit charity organization (EIN 13-1691693). The organization meets all accreditation standards of the National Health Council (NHC) and the Better Business Bureau (BBB) Wise Giving Alliance, and has earned high ratings from Charity Navigator and a Platinum seal from GuideStar for operational efficiency and good charity governance practices.





## A LETTER FROM OUR CEO

Our community has faced enormous challenges over the last 18 months. From COVID-19 to severe weather, hurricanes and fires amplified by the climate crisis, the asthma and allergy community has never been under more pressure. We've experienced asthma drug shortages, confusion and misinformation about mask wearing and worries about COVID-19 vaccines. Throughout these challenges I hope you've felt our AAFA team has been there for you with the support and trusted information you've come to expect from us. I'd also like to share a few highlights of what we accomplished together during these challenging times.

We secured the passage of two of the most significant laws for the asthma and allergy community in more than a decade. Our testimony in Congress led to **the passage of the School-Based Allergies and Asthma Management Program Act**, H.R. 2468. This law will create incentives to make schools safer for children with asthma and allergies. We also led the charge to **add sesame as the ninth food allergen with the passage of The Faster Act**. Your letters to Congress and personal stories were a critical part of getting these signed into law.

We published AAFA's ***Asthma Disparities in America***, a comprehensive review which found that racial gaps in asthma outcomes have not changed in 15 years despite moderate advances in U.S. public policy and health care. The release was timely given heightened discussions around racial injustice and health equity in the United States. The report **establishes a strategic road map for improving health outcomes** for America's underserved communities.

From our respiratory illness symptom chart, back-to-school toolkit, and vaccine awareness webinars you helped us provide the **critical information our community needed to navigate the pandemic**. Readership of our blog content jumped nearly 300% from 1.5 million to 5.5 million views and Healthline awarded us with a "Best Blog" award for the third year in a row.

The CDC recognized AAFA's value to our community by awarding us with a **five-year grant to support educational and health disparities initiatives in asthma**.

AAFA's staff, board of directors, chapters, and volunteers have worked tirelessly to support the 65 million Americans living with asthma and allergies. I am grateful to have them as advocates for our community. And I thank you and those of you who stood by us to provide support over this challenging year.

To your good health,

Kenneth Mendez, President and Chief Executive Officer

### BOARD OF DIRECTORS

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**Sanaz Eftekhari**  
Vice President, Corporate Affairs and Research

# 2020 IN A SNAPSHOT

## PRIORITY ADVOCACY ISSUES:

health equity, healthy schools and housing, funding the CDC's National Asthma Control Program, medicine shortages, animals on planes, affordable health care, clean air, sesame allergen labeling, new treatments

Empowered  
**2,702**  
advocates  
to take action  
on priority issues



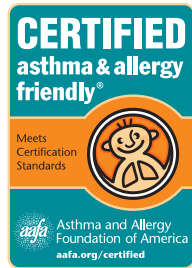
Delivered the patient voice to Congress, resulting in the passage of the School-Based Allergies and Asthma Management Program Act

Helped the NIH update the asthma guidelines for the U.S.



Received 5-year grant from CDC for community health interventions for asthma

AAFA's Certification Program provided essential expertise on indoor air quality and air filtration to leaders across the globe



Formed new partnership with Children's National Hospital in Washington, D.C., to strengthen community-based asthma programs nationwide



Established the AAFA Severe Asthma Program clinic at Rady Children's Hospital in San Diego, CA

**10,000** editorial mentions in the media with over **12,900,000,000** impressions - an increase of  
**122%**



**6,800,000** unique visitors to our websites with **13,400,000** pageviews

Provided online support for  
**50,514**  
active community members

## NEW PUBLICATIONS:

Allergy Capitals™, More Than Skin Deep, Asthma Disparities in America, COVID-19 and Asthma Toolkit for Schools



Started an asthma care training program for providers on military bases

7 new research studies published on food allergies, asthma disparities by race and ethnicity, asthma care during the COVID-19 pandemic, atopic dermatitis, and pregnancy and lactation

Published first-of-its-kind research on severe allergic reactions in infants and toddlers with food allergies



**262,579** Facebook followers



**22,752** Twitter followers



**24,032** Instagram followers



**600** RNs and RTs earned continuing education from AAFA

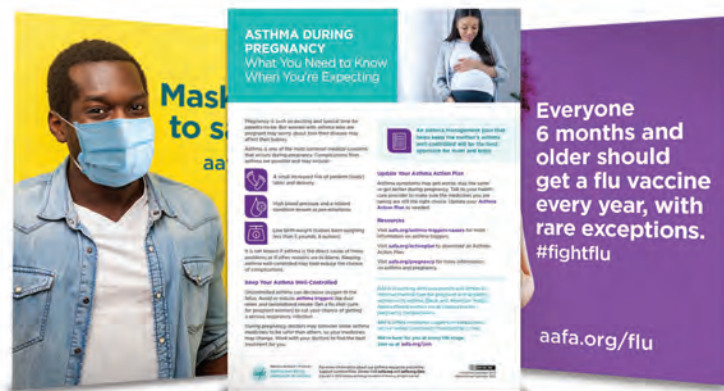


# TRANSFORMING ASTHMA AND ALLERGY CARE

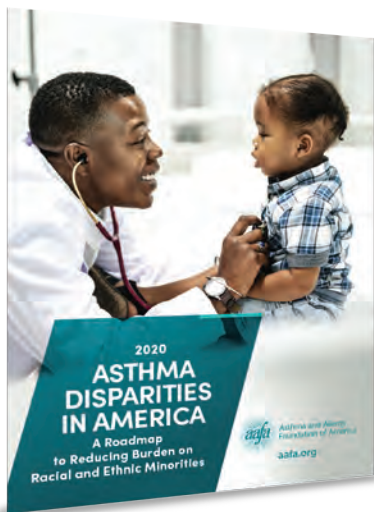
## For People at Greatest Risk

Although health care quality has generally improved for many people in recent years, health inequities in asthma are still grim for Black, Hispanic, and Indigenous Americans. AAFA launched three new initiatives in 2020 aimed at reducing asthma disparities and improving health outcomes for people at the highest risk of emergency room visits, hospitalizations, or death.

**AAFA's Community Health Interventions to Advance Self-Management of Asthma (CHI-ASMA) project**, backed by a five-year, \$1 million grant from the CDC, aims to improve health outcomes for our nation's most at-risk groups affected by asthma through various programs and initiatives. These groups include Black, Hispanic and Indigenous Americans, senior adults, pregnant and lactating people, children with asthma, and our nation's military service members who have developed asthma while in service.



The aim of CHI-ASMA is to empower patients and their families to improve asthma control, which will reduce morbidity and deaths due to asthma. CHI-ASMA aligns with AAFA's top priority to significantly reduce, if not eliminate, the unequal impact of asthma and allergies on the most underserved communities in the United States.



**AAFA's Asthma Disparities in America Report** examines how asthma disproportionately affects Black, Hispanic, and American Indian/Alaska Native groups in the United States. The report serves as a national call to action to fix the social inequities caused by structural racism that continue to put these patients and families with asthma at higher risk. AAFA remains committed to taking bold actions to facilitate significant improvement and building collaborations with federal, state, and non-governmental entities and individuals who share the similar goal to save lives and reduce the harm and unequal burden of asthma.

AAFA teamed with Rady Children's Hospital in San Diego, California, to improve asthma health care by launching the **AAFA Severe Asthma Program Clinic** for children with severe asthma. AAFA helped expand this program through funding, education support, and building its community network.

This program connects high-risk children and their families with several providers including allergists, pharmacists, respiratory therapists, and trained community health workers (CHWs). CHWs help families review their asthma treatment plans and find and reduce asthma triggers in the home. The collaborative team approach has successfully reduced asthma ER visits for kids enrolled in the program.

# A JOURNEY

## From Isolation to Confidence



**“I can only remember two family reunions in which I was not coughing, wheezing or blowing through two tissue boxes in just one day,” shared Shreaya Madireddy. “Being bedridden and alone with nebulizer treatments in your bedroom, while you hear your whole family laughing about card games or the dogs, can make for a very depressing and lonely atmosphere on the holidays.”**

Shreaya is a super mature and smart young woman. She is a senior in high school outside of Dayton, Ohio. She knows firsthand the challenges of growing up managing multiple medical conditions. She has eczema and asthma. Plus she is allergic to all nuts, peanuts, coconut, beans, soy, and some pollens and pets.

Unfortunately, her conditions all play off one another. Her allergies trigger her eczema and asthma. Her asthma is also triggered when she gets sick and when the weather fluctuates.

“It constricts my breathing a bit, I feel chest tightness and I am not able to breathe as well,” shared Shreaya. “When I get an asthma attack my first go-to is taking my rescue inhaler with a spacer. If that doesn’t work, I take my nebulizer treatment ... During a treatment, my mom reminds me to keep breathing and take long deep breaths so I can inhale the medication completely.” However, sometimes more help is needed.

### MANAGING ASTHMA ATTACKS

Despite being vigilant about taking her medicines and avoiding her triggers, asthma attacks still happen. This is particularly the case when the weather turns cold and Shreaya gets sick.

In December of 2016, Shreaya had difficulty breathing and went to the ER. She was having an asthma attack and had pneumonia.

“I was hyperventilating and couldn’t catch my breath,” remembers Shreaya. Once admitted, she was given breathing treatments every two to three hours for three days.

Luckily, she was released in time to go home and celebrate her thirteenth birthday.

### IMPACT OF COVID-19

In the last two years, the COVID-19 pandemic introduced new stressors and fears for families all around the world. Particularly for those with lung conditions like asthma.

“I’ve had this fear that if I have COVID or my mom gets it that she could transport that to me, my grandma and my dad and it could have fatal effects,” shared Shreaya. “It drives you to not want to go outside into the world and expose yourself to those risks.”

For the 2020-2021 school year, Shreaya chose to attend school virtually for this reason. It made establishing relationships with her teachers a challenge. But she stayed virtual for the full year to limit her potential exposure to COVID-19.

On a positive note, Shreaya shared “I think I actually had less asthma attacks, due to restrictions because I had less exposure to the outside world. I didn’t have a cold once.”

## PREPARING FOR COLLEGE

Now Shreaya is preparing for a new stage in her life – college. She is looking at microbiology and biomedical science programs. She wants to become an allergist/immunologist.

Once Shreaya gets acceptance letters, she plans to rank the colleges to help make a decision. One factor will be the school's dining program and how prepared they are to manage her food allergies. "Some cafeterias are getting very good at making lots of good options," shared Shreaya. "So I'm going to look into that after I get accepted."

What she does know is that her inhaler, nebulizer and epinephrine auto-injector will be going with her to college. And her mom plans to make sure she knows the location of the nearest hospital.

## ADVOCATING FOR CHANGE

Shreaya is an AAFA Community Ambassador. She shares her experiences with her allergic conditions to help advance legislation and research.

In April 2021, she participated in AAFA's Zoom-In for Health Equity meeting with

Congress. "We discussed legislative acts to improve health equity and expand the CDC National Asthma Control Program," she recounted. "It was really cool because I got to learn more facts about my community and the Ohio community." These facts included that Cleveland, Dayton, and Columbus, Ohio are all in the top 20 of AAFA's 2021 Asthma Capitals™ report. They are part of the Ohio Valley Asthma Belt and some of the worst cities to live in with asthma. This is due to poverty, air pollution, and high numbers of medicine use.

Then in September 2021, she spoke at the Little Airways, Big Voices externally-led patient-focused drug development meeting (EL-PFDD) with the FDA. She shared her experiences managing asthma in childhood, opinions on current treatments, and hopes for the future. This included her hopes for more efficient treatments and that in the future people "don't have to experience asthma attacks every time they get a cold."

While asthma and allergies are a part of Shreaya's life, she is the first to tell people, "Don't let asthma limit anything or restrict anything that you can or cannot do. As long as you take care of yourself, you can take care of whatever your goals are."

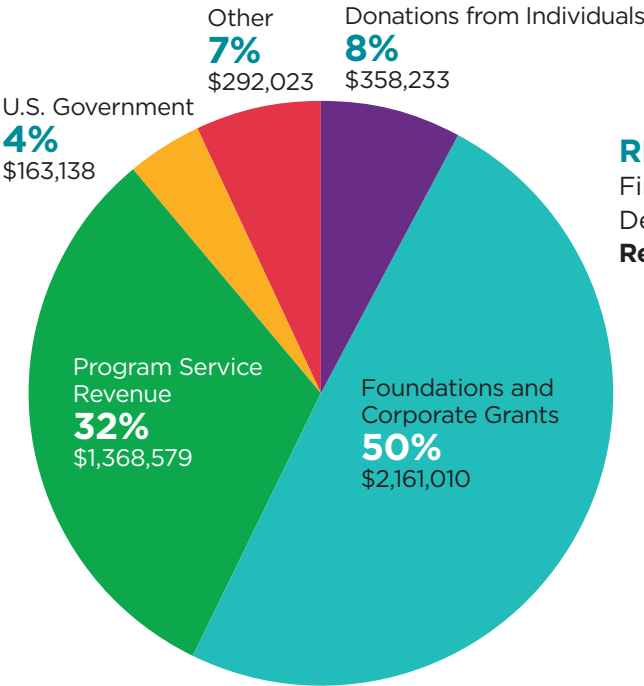
*"Don't let asthma limit anything or restrict anything that you can or cannot do. As long as you take care of yourself, you can take care of whatever your goals are." –Shreaya Madireddy*



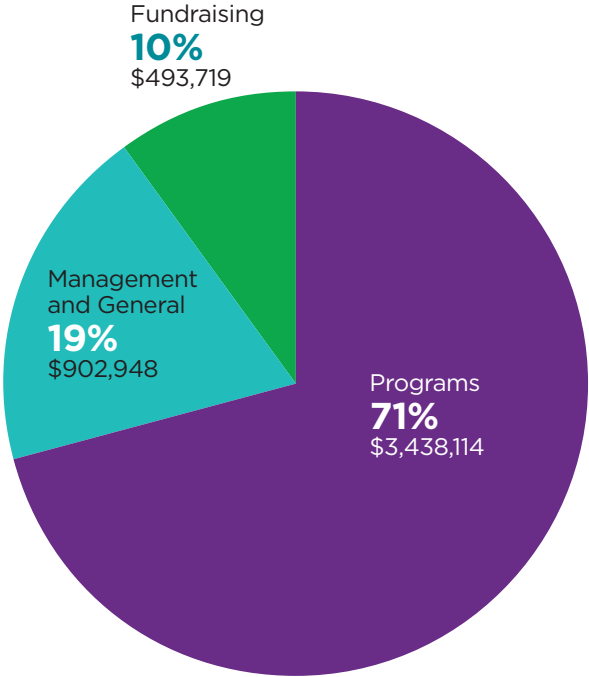


# FINANCIAL SUMMARY

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, 2020, in conformity with generally accepted accounting principles. The audited financial statements for the year ended December 31, 2020, and IRS form 990, are available online at [aafa.org](http://aafa.org).



**REVENUE**  
 Financial Year Ended  
 December 31, 2020  
**Revenue Total: \$4,342,983**



**EXPENSES**  
 Financial Year Ended  
 December 31, 2020  
**Expense Total: \$4,834,781**

**Ending Net Assets: \$1,933,379**

## INDIVIDUALS, FOUNDATIONS, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

We would also like to thank the following individuals and groups for providing \$5,000 or more in funding to AAFA in 2020.



# SPONSORS AND SUPPORTERS

Our work is made possible by partnerships with sponsors and supporters. AAFA's partners help make our mission a reality through collaborative initiatives in patient education, research, advocacy and more. AAFA is grateful for support from the following companies and organizations.

To learn more about AAFA's Corporate Partnership Program, please contact [sanaz@aafa.org](mailto:sanaz@aafa.org).

## CORPORATE MEMBERS (PLATINUM)



## CORPORATE MEMBERS (GOLD)



## CORPORATE MEMBERS (SILVER)



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University of Maryland School of Pharmacy

# TRUST IS A CORE VALUE TO AAFA

## Our Community Turns to AAFA For Help Navigating the COVID-19 Pandemic

AAFA's vision is to be recognized as the most trusted ally serving the asthma and allergy community. The COVID-19 pandemic put this vision to the test. At a time when public trust in the government and media eroded, we filled a need to ensure people had the information to protect their health.

When COVID-19 was identified in the United States early in 2020, AAFA took immediate action. We were one of the first organizations to educate the public about the virus. AAFA became a key partner with the Centers for Disease Control and Prevention (CDC) to share information about how people could protect themselves and loved ones. AAFA was able to move quickly, oftentimes faster than the government, to share data and critical information. The foundation's popular symptom comparison chart went viral around the world.

**“I’m grateful for whatever information I can find on the AAFA website, as this is a resource that has extensive historical knowledge of allergy related conditions and are honest about knowledge/research gaps.”**

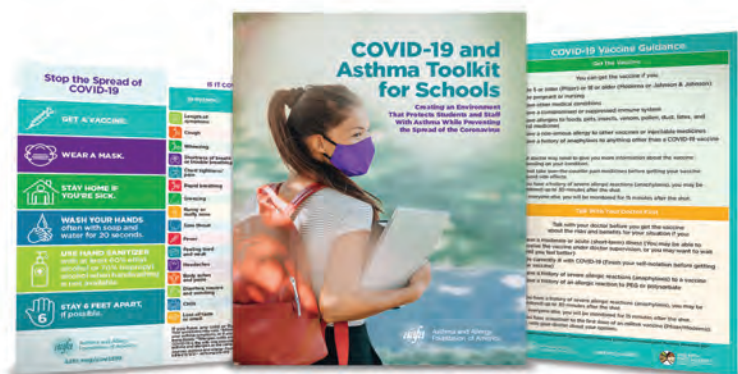
AAFA launched a COVID-19 Resource Center and published up-to-date, evidence-based information about COVID-19 and flu vaccines throughout the pandemic. AAFA also published guidance for schools on how to manage asthma while preventing the spread of the coronavirus in our COVID-19 and Asthma Toolkit for Schools.

From April 2020 to April 2021, AAFA conducted a series of surveys to understand the experiences, perceptions, and needs of the asthma and allergy community related to COVID-19 and the flu. Insights from these surveys were used to inform communications, education, and advocacy efforts.

As COVID-19 vaccines were developed, AAFA surveyed the community about their willingness to get vaccinated. In October 2020, prior to any vaccine being authorized by the Food and Drug Administration (FDA), 50% of survey respondents said they were “somewhat” or “very” likely to get the COVID-19 vaccine when made available. By April 2021, after the rollout of the FDA-authorized COVID-19 vaccines, 74% of respondents had received at least one dose of a COVID-19 vaccine. These vaccination rates of the COVID-19 vaccine far surpassed the national average. Vaccination rates for the 2020-2021 flu season were similarly high. In April 2020, 73% of the AAFA community reported they had received their flu vaccination (compared to 48.4% national average). The high flu vaccination rate of AAFA's community continued in 2021 with 71% reporting getting a flu vaccine.

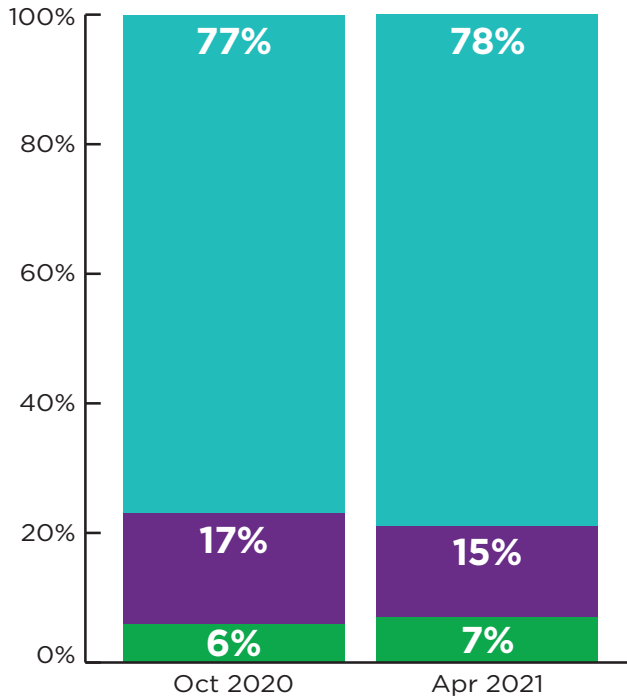
Through its communication, education, advocacy, and research, AAFA has proven to be a trusted source of information for the asthma and allergy community. More people have turned to AAFA as an information source throughout the pandemic. In April 2020, 64% of survey respondents got at least some of their health information through AAFA. This jumped to 80% by April 2021.

Additionally, trust in AAFA is very high and has remained constant. Over three-quarters of respondents said they have “high trust” in AAFA as a source of health information in October 2020 (77%) and April 2021 (78%). This is higher than the trust reported in health agencies, general health websites, media, and the government, and second only to the trust people have in health care providers, such as their doctors.



## TRUST IN AAFA AS A SOURCE OF HEALTH INFORMATION

■ Low Trust ■ Medium Trust ■ High Trust



## TRUST IN INFORMATION SOURCES

% reporting "High trust", October 2020

- Health care provider ..... **81%**
- AAFA..... **77%**
- Health agencies (CDC, WHO)..... **66%**
- Local health departments ..... **61%**
- Employer ..... **52%**
- Insurance provider..... **49%**
- Other non-profit organizations..... **41%**
- State/local government leaders..... **36%**
- General health websites ..... **29%**
- Pharmaceutical companies ..... **29%**
- Friends/family..... **27%**
- Local media..... **24%**
- National news ..... **24%**
- Federal government leaders (President Trump, Vice President Pence, Congress) **23%**
- Podcasts, radio..... **18%**
- Social media ..... **5%**

**AAFA's media outreach grew 122% and reached 12.9 billion readers in 2020 with 3.1 billion (24%) of that pertaining to COVID-19, filling a critical need to provide trusted information.**

*"It was hard to get info about vaccines and anaphylaxis to PEG and ingredients of each vaccine until very late in the process. I had to look many places, and all online; and found different and sometimes contradictory info. AAFA put hard-to-get info all in one place and it was the only place that had everything in the same place."*



**MISSION:**  
AAFA is dedicated to saving lives and reducing the burden of disease for people with asthma and allergies through support, advocacy, education and research.





Asthma and Allergy  
Foundation of America

1235 South Clark Street • Suite 305  
Arlington, VA 22202  
aafa.org



## It's our honor to earn **YOUR TRUST.**

**Your support makes a lifesaving and life-changing difference for people with asthma and allergies.**

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 you trust our foundation and support our mission. We live by the firm commitment to act with integrity and transparency, and to provide the best information available. Because of you, AAFA is able to provide timely and lifesaving information and education to millions of patients and families. Whether you join our online communities, help us raise awareness, 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 entrusting AAFA.**