



2023/2024

**ANNUAL  
REPORT**

Manitoba Lung Association

B R E A T H E

[mb.lung.ca](http://mb.lung.ca) | [info@mb.lung.ca](mailto:info@mb.lung.ca)

# REPORT FROM THE CHAIR OF THE BOARD AND THE PRESIDENT & CEO

Manitoba Lung Association  
**B R E A T H E**

We are delighted to present our 2023-24 Annual Report, a year defined by strategic preparation for significant organizational changes. Reflecting on the past twelve months, we extend our heartfelt appreciation to each of you for your invaluable support and partnership as we navigated these transitions.

This past year marked a pivotal moment with the retirement of Neil Johnston, a longstanding member of our team and past board member, whose contributions have profoundly influenced our association's trajectory. Neil's departure prompted us to reassess our organizational structure and processes, ensuring a seamless transition as we welcome new leadership.

Additionally, we are preparing for a change in our Board Chair, highlighting the importance of robust governance continuity. We are confident in the capabilities of our incoming Chair, Michael Ziesmann. Special thanks are extended to Jeannie Lee, past Chair, for her significant contributions during her tenure on the board. Her efforts included shaping critical strategies and policies aimed at improving lung health and spearheading the strategic planning process.

In alignment with Year 2 of our strategic plan, our focus is on financial stability and growth for our association in the upcoming year. Accordingly, we have initiated the establishment of an enhanced fundraising program, complemented by dedicated administrative support. These initiatives represent vital steps towards securing the financial resources necessary to sustain and expand our programs and services.

Vaping prevention resources for our youth is another priority to ensure a healthier future for students through our Lungs are for Life Program. Empowering Manitoba teachers and parents with the information they need to support our youth in making informed decisions about their lung health is a critical component of this program.

One of our highlights of the year has been our partnership with the Manitoba Indigenous Tuberculosis History Project. The launch of their Resource Guide signifies our commitment to preserving and honoring Indigenous history and underscores the power of collaboration in effecting positive change within our communities.

# REPORT FROM THE CHAIR OF THE BOARD AND THE PRESIDENT & CEO

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Furthermore, recognizing the significant changes brought about by the COVID-19 pandemic in our province, the Manitoba Lung Association is gearing up to launch a market research survey in the coming months. This research aims to identify and address unmet needs in lung health effectively, providing Manitobans with the opportunity to share their insights on how we can continue supporting their lung health in these evolving times through effective programming, education, research and advocacy.

As we look to the future, we remain steadfast in our commitment to advancing our mission and serving the needs of our stakeholders. We are immensely grateful for your continued support and partnership as we embark on this journey of growth and transformation.

Thank you for your unwavering dedication and support,



**Wendy Martin White**  
Chair of the Board



**Juliette Mucha**  
President & CEO

# PROGRAM DELIVERY

Manitoba Lung Association  
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## Lungs are for Life

The program is the ONLY smoking and vaping prevention program for elementary and high school students and can be easily integrated into the health education curriculum. The program aims to give students information about nicotine to enable and empower them to make healthy and informed decisions about starting vaping or smoking. Resource materials are also available for parents.

The percentage of youth who had vaped in the last 30 days doubled from 10% to 20%. Vaping is not an innocent pastime. The alluring puffs of fruit-flavoured vapour hide a number of concerns, including addiction and lung disease. Unfortunately, many people falsely believe that this is a harmless trend but include harmful short and long-term effects in addition to nicotine addiction.



At the request of teachers from northern communities, there was a need of resources to support students and adults on tuberculosis, so an additional module was added to the current Lungs are for Life program which is easily downloadable by schools throughout Manitoba.

### *Thank You To Our Program Partners*



University  
of Manitoba

Manitoba



### **Safe Spaces**

With the success of the Lungs are for Life program, a newly added program Safe Spaces will help support high school students under the following three pillars: Tobacco Cessation & Addictions, Mental Health and Inclusivity.

Safe Spaces establishes environments within schools or communities, where students feel comfortable and safe to engage, seek support, and access services offered in the rooms. The spaces establish inclusive environments that are free of discrimination and bias.

# PROGRAM DELIVERY

Manitoba Lung Association  
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## Tobacco Cessation

**ManitobaQuits** offers a peer support smoking cessation program, designed to assist individuals in quitting smoking and maintaining a smoke-free lifestyle. Three distinct smoking cessation challenges were facilitated, successfully guiding over 630 participants through their journey to quit tobacco or vaping.



The program offers:

- Support through a dedicated Facebook page for peer connection
- Quit Kits are available on request with resources to support participants on their cessation journey



“

*No one is getting chastised here and I find that extremely supportive. Awesome position to take by the organizers. Thumbs up for the team.*

**MAY 2024 QUIT CHALLENGE PARTICIPANT**

”

### Thank You To Our Program Partners



### Blue Collar Quit

The importance of a smoke-free workplace is crucial and having access to a smoking cessation program tailored specifically for employers is available. Programs are designed to help employees quit smoking, improve overall health and productivity, and create a healthier work environment. We attended the Construction Safety Association of Manitoba conference on February 13-14, 2024. We also partnered with “Made Safe” for their program leads workshop, where the Blue Collar Quit program was presented and promoted in March 2024.

# PROGRAM DELIVERY

Manitoba Lung Association  
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## Radon & Air Quality

**Radon** is an invisible, odourless gas. You can't see radon. You can't smell it or taste it. It is the leading cause of lung cancer for non-smokers, and it can lead to many other lung issues.

**Thank You To Our Program Partners**



More Manitobans are protecting themselves by testing their homes for radon.



**260 Radon Home Testing Kits Sold**



**Manitoba Lending Libraries Program with 192 homes tested for radon**



**8 Lungs Matter Mitigation Grants Awarded**

“

*For some time, we had been concerned about the high levels of radon present in our house. When we applied, the long-term level was 354. We knew something should be done, but there was always something more pressing that needed to be addressed first. The grant took the pressure off, and we were able to proceed with the mitigation system. The grant was easy to apply for, and it has given us peace of mind as the radon levels are now in the 10's. We want to thank the Manitoba Lung Association.*

**MARK & LINDA LITTLE**

”

### **NEW Air Quality Sensor Community Program**

The program will begin a pilot in 2024-25 by providing rural libraries and other community partners with Air Quality Health Index (AQHI) monitors to share information with the public on the correlation between air quality and lung health. The program will also provide an additional community resource to access during wildfire season providing the public an additional resource where they can check their AQHI.

# PROGRAM DELIVERY

Manitoba Lung Association  
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## LUNGtivity

The LUNGtivity diaphragm and breath/core awareness program from the Manitoba Lung Association has been successful since its inception in 2019, as an augment to the Pulmonary Rehabilitation Program. It was provided during the pandemic and is a benefit to Manitobans. It is delivered by trained instructors in small group settings over 8-10 weeks in an accessible setting.

### Thank You To Our Program Partners



“

*It's true. Weekly easy do-able exercise sessions do improve one's breathing. While not self-evident to me at first, it became evident over the course of attending LUNGtivity sessions for one year that I'd re-acquired a former habit: breathing easy. Due to an unfortunate accident in Fall 2023, I had to discontinue attending LUNGtivity sessions. I've missed the physical well-being and social enjoyment those weekly sessions offered, but more importantly I miss the ease of breathing when doing simple household tasks like carrying laundry up/downstairs. Those weekly sessions gave me. As a famous person once said, I'll be back.*

**LUNGtIVITY PARTICIPANT** ”



“

*I had a client come up to me last week, she has been avoiding stairs, they make her too short of breath. For some reason 2 weeks ago she decided she was going to try and go into her basement, it is the climb back up that she usually finds nearly impossible, but this time, using the breathing techniques she has learned and the strength she has gained from her previous 2 sessions of LUNGtivity she made it to the top of the stairs without feeling like she was going to collapse. That same week she was at her daughter's house and her daughter quilts in the basement, she had not been able to go down with her daughter for a while and so she decided to try the stairs again, and guess what she was able to do it!*

**LUNGtIVITY INSTRUCTOR** ”

# PROGRAM DELIVERY

Manitoba Lung Association  
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## Support Groups

We believe in building more connections and helping people feel less alone. We continue to offer various support groups that bring people together who have shared experiences. This opportunity to build a connection is important in healing and learning how to understand and accept changes to our health.

### Long Covid Support Group

This peer-led group was created in September 2023 with biweekly virtual meetings. Participants are referred by the Respirability Lab and Easy Street and the group consists of 50 registered participants.

### Lung Transplant Support Group

This group meets virtually monthly with 42 registered participants building a network of patients who have been accepted by the lung transplant team for assessment, are waiting for transplant, or have had transplant to share experiences, successes and concerns.

### Pulmonary Fibrosis Support Group

Monthly gathering led by respiratory therapists Debbie Homik and Amy Webb for patients and family to help understand and support pulmonary fibrosis and all it entails.



*Pulmonary Fibrosis Support Group Picnic Lunch - June 13, 2024*

In September 2023, the **Annual Pulmonary Fibrosis Patient Education Forum** was held. Over 120 attendees gathered to learn more about the disease that affects them or their loved ones.



## Elenore Haywood Lung Association Manitoba Convocation Prize

In a tribute to the pioneering contributions of Elenore Haywood, the first-ever Elenore Haywood Lung Association Manitoba Convocation Prize for Excellence in Respiratory Therapy was awarded to **Kaylene Normand**. Inspired by her own struggles with asthma and driven by a passion to help others, Kaylene has shown exceptional dedication to advancing lung health.

Elenore's innovative spirit and empathy have paved the way for practitioners like Kaylene to excel and make significant impact on patient care. Kaylene continues to honor this legacy through her work at St-Boniface Hospital and her enthusiasm for research and lifelong learning.



*Neil Johnston, Kaylene Normand, Elenore Haywood*

## Co-Master Studentship Award

*In partnership with Children's Hospital Research Institute of Manitoba*



### **Sriyani Ranatunga**

Maternal Diabetes and Smoking as Early Life Risk Factors For Chronic Obstructive Pulmonary Disease.

Sriyani joined Dr. Chris Pascoe's lab in May 2022, as a MSc student. Her project focuses on understanding whether maternal exposures, namely maternal diabetes and smoking, increase susceptibility to cigarette smoke induced lung damage later in life in mice, as a surrogate for COPD risk.

## Partnerships



November 17, 2023: we supported the **Manitoba Thoracic Society** education day for health care professionals who provide care for people living with respiratory conditions and who have, or are eligible for, membership in the Manitoba Thoracic Society.



Continued support of the **Manitoba Indigenous Tuberculosis History Project** by supporting the publication of a guide to assist Indigenous families and communities searching for loved ones who were sent to Indian hospitals and sanatoriums in Manitoba and never returned home again. The Guide is specific to Manitoba tuberculosis hospitals that operated from 1930s to the 1960s.



**Manitoba Coalition for Tobacco and Vaping Reduction** represents a diverse coalition of organizations united in our shared commitment to reducing the harmful effects of tobacco and vaping on the health of Manitobans.

The following recommendations from the coalition presented to the provincial government are best practice, evidence-informed approaches designed to help improve the health of all Manitobans:

- 🚫 Implement the announced tax on vaping products.
- 🚫 Increase the tobacco tax rate by at least \$5/carton.
- 🚫 Implement commercial tobacco manufacturers' cost recovery fee to fund Manitoba's commercial tobacco and youth vaping prevention and reduction efforts.
- 🚫 Increase access to nicotine cessation medications and services by including Nicotine Replacement Therapy as a Part 1 benefit under Manitoba Pharmacare and increase allotment to at least 24 weeks.
- 🚫 Ensure that public health measures to reduce commercial tobacco use and to control the commercial tobacco industry are the top priority in the lawsuit settlement negotiations with commercial tobacco companies.

# ADVOCACY & RESEARCH

Manitoba Lung Association  
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## AirSAFE Lab

We are proud to be a partner of the new \$4.8million UM AirSAFE lab. This pioneering centre, led by Dr. Andrew Halayko and Dr. Neeloffer Mookherjee, is the first in Canada to bring together experts from multiple disciplines to study the impact of air pollution on health. With more than 20% of premature deaths linked to air pollution, the AirSAFE lab's research will be crucial in developing policies to improve air quality and public health. We are excited to be part of this vital initiative.

## Media

As the recognized leader and primary resource in lung health we are frequently sought out by the media, policymakers, and community leaders to comment on a wide range of respiratory issues. This year, we provided insights on several important topics, including:

- Youth vaping
- Use of hookahs
- Wildfire smoke
- Lung Month
- Vaping tax
- Radon testing

In summer 2023, we proudly joined forces with Corus Entertainment to sponsor the Air Quality Health Index segments on Global News Winnipeg and 680 CJOB radio. This partnership helps inform and empower our community by providing vital air quality updates.



Kirsten Davidson appeared as a guest on CJNU Nostalgia Radio's noon-hour 'Community Champions' program. During her segment, she highlighted the Christmas Seals appeal and discussed how it directly supports our mission and community health initiatives.

# FUNDERS & DONORS

Manitoba Lung Association  
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The work we do in our community would not be possible without the generous support of funders and donors who believe in our vision of a province free of lung disease.



## Government

Government of Canada  
Government of Manitoba

## Corporate Donors

Boehringer Ingelheim (Canada) Ltd.  
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JAMP Pharma Corporation  
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Virdens Lions Club  
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*All names listed gave over \$200 in our 2023/2024 fiscal year. All donor names can be found listed on our website. Please contact us if any typos, errors or omissions are found.*

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## Non-Profit/Giving Groups

Benefaction  
Birtle Donor's Choice  
Boissevain/Morton Donors Choice  
CanadaHelps.org  
Canadian Pulmonary Fibrosis Foundation  
Concord Projects Foundation Inc.  
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Elgin & Area Donor's Choice  
Elkhorn Donor's Choice  
Foxwarren Donor's Choice  
Gift Funds Canada  
Glenboro & Area Donor's Choice  
Hamiota Donor's Choice  
Harding, Kenton, Lenore Donor's Choice  
Holland and Area Donor's Choice  
Killarney & Area Donor's Choice  
Melita Donor's Choice  
Miniota-Arrow River Donor's Choice  
Oak Lake & Area Donor's Choice  
PayPal Charitable Giving Fund  
Pembina Manitou Community Canvass Inc.  
Pilot Mound & District Community Canvass  
(Donor's Choice)  
Shoal Lake Donor's Choice  
Starbuck All Charities Inc.  
The City of Winnipeg- Charitable Fund  
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# FUNDERS & DONORS

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## Giving Funds

A Son's Tribute to Berdie & Irvin Cohen  
Alan and Doreen Thompson Charitable  
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Benjamin and Audrey Doupe Memorial Fund  
Herb and Joyce Burke Fund  
J.A.M. Low Family Fund  
James Culbert Fund  
John & Beverley Schubert  
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Trustee of the Silverberg Fund; Ernest I  
Silverberg, Morris Silverberg, David Silverberg,  
Maier Silverberg and Antzi Silverberg  
Vivian Doris Glass Memorial Fund for Research  
Wayne Tosh Fund

## Individual Donors

Anonymous Donors (3)  
Elizabeth Adams  
Dorothy Adrian  
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Yvonne and Brent Bailey  
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# FUNDERS & DONORS

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## Individual Donors (*Continued*)

Gerald T. Dybisch	Robert and June Hayward	Daisy Leung
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Manitoba Lung Association  
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## Individual Donors (Continued)

Marianne Mislawchuk	Katherine Reimer	Neil Stitz
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Randy Quane	James and Linda Smith	Robert Young
Johnson Ramesar	Curt and Judith Smith	Kitty Yue
Estate of Edith Madeline Randall	Clarence F. Spelchak	Michael Ziesmann
Dorothy Raynor	Frank and Gail Spivak	
Kevin Regan	Nadia St Jean	
	Murray Steinbart	

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**T H A N K Y O U**

# FINANCIALS

Manitoba Lung Association  
B R E A T H E

## THE LUNG ASSOCIATION, MANITOBA INC.

### Statement of Financial Position

March 31, 2024

	2024			2023
	General Fund	Research Fund	Total	Total
<b>ASSETS</b>				
<b>CURRENT</b>				
Cash	\$ 368,653	\$ 13,412	\$ 382,065	\$ 586,435
Short-term guaranteed investment certificates (Note 3)	830,000	-	830,000	650,000
Accounts receivable (Note 4)	25,171	-	25,171	16,327
Prepaid expenses and supplies	24,830	-	24,830	10,671
	<b>1,248,654</b>	<b>13,412</b>	<b>1,262,066</b>	<b>1,263,433</b>
GUARANTEED INVESTMENT CERTIFICATES (Note 3)	-	-	-	150,000
INVESTMENTS (Note 5)	-	755,769	755,769	699,035
EQUIPMENT (Note 6)	15,815	-	15,815	10,168
	<b>\$ 1,264,469</b>	<b>\$ 769,181</b>	<b>\$ 2,033,650</b>	<b>\$ 2,122,636</b>
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT</b>				
Accounts payable and accrued charges (Note 7)	\$ 23,554	\$ -	\$ 23,554	\$ 36,067
Current portion of Canada Emergency Business Account loan (Note 8)	-	-	-	40,000
Deferred revenue	42,982	-	42,982	72,148
Deferred capital grant (Note 9)	847	-	847	1,824
Inter-fund balance (Note 10)	(41,101)	41,101	-	-
	<b>26,282</b>	<b>41,101</b>	<b>67,383</b>	<b>150,039</b>
<b>NET ASSETS</b>				
Unrestricted	1,238,187	-	1,238,187	1,272,679
Donor designated (Note 11)	-	728,080	728,080	699,918
	<b>1,238,187</b>	<b>728,080</b>	<b>1,966,267</b>	<b>1,972,597</b>
	<b>\$ 1,264,469</b>	<b>\$ 769,181</b>	<b>\$ 2,033,650</b>	<b>\$ 2,122,636</b>

APPROVED BY THE BOARD:

 Director

 Director

2023/24 Audited Financials are available at [mb.lung.ca](http://mb.lung.ca)

# BOARD OF DIRECTORS

## voLUNGteers

Manitoba Lung Association  
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Volunteers have always played a vital part in our success in helping Manitobans breathe easier. We rely on the expertise, enthusiasm and generosity of our voLUNGteers to help us reach our goal.

### Board of Directors



**Wendy Martin White, Chair**



**Maryam Al-Azazi**



**Molly Blake**



**Marin Brown**



**Juliette (Archie) Cooper**



**Arlene Draffin-Jones**



**Eric Grabner, Treasurer**



**Reid Hartry**



**Jason Shaw**



**Kevin Stewart**



**Michael Ziesmann, Vice-Chair**

### voLUNGteer Committee Members

Florence Carey

Dr. Clare Ramsey MD, MSc, FRCPSC

Dr. Andrew Halayko MSc, PhD, FCAHS, ATSF

Dr. Louise Chartrand PhD, RRT

Dr. Diana Sanchez-Ramirez PhD, MPH, PT

# MEET OUR TEAM

Manitoba Lung Association  
**B R E A T H E**

Our team is dedicated to helping Manitobans breathe easier every day.

**Juliette Mucha** - President and CEO: Leading us with passion and vision.

**Hailey Coleman CTE** - Health Programs & Operations Coordinator: Driving our health programs with expertise and care.

**Adam Anderson BA** - Government Relations Officer & Health Programs Analyst: Bridging policy and health for better lung care.

**Kirsten Davidson CFRE** - Senior Manager, Fund Development: Ensuring our mission is supported through community generosity.

**Kayla McPherson** - Executive Assistant & Communications Officer: Keeping everyone organized and our communications clear and effective.



*Kayla, Kirsten, Juliette, Hailey, Adam*

As Manitoba's leading lung health advocate, our mission is to empower you to breathe with ease. Whether you need support to quit smoking, help with radon testing and mitigation, or guidance on managing a lung condition, we're here for you.