We stand on the threshold of a breathing breakthrough.

As Chair of the Fundraising Campaign Advisory Committee, I’m pleased to introduce Breathing as One: The Campaign for Lung Research, a $10 million national fundraising campaign that supports a bold and innovative research strategy.

Through this Campaign, we will lay the groundwork for a new era in research, one inspired by the benefits of collaboration. We will break down the barriers that impede advances in our understanding, prevention and treatment of lung disease. The Campaign also represents a significant shift in the way The Lung Association works – a shift that will enable us to elevate awareness of lung disease, draw new donors to our cause, and engage the federation and its societies from coast to coast.

By breathing as one, we will be able to spread innovative ideas that effectively treat or prevent disease and build new collaborations that join together research and action.

It’s time to raise our collective voice and shine a spotlight on the growing challenges of lung disease.

Sincerely,

Dr. John Granton
Head, Division of Respirology, Toronto General Hospital, University Health Network

To learn more about the Campaign and how you can get involved, visit www.breathingasone.ca for a sneak preview of our website, or contact Campaign Director Peter Glazier at pglazier@breathingasone.ca.

FUNDRAISING CAMPAIGN ADVISORY COMMITTEE

John Granton
BSc, MD, FRCPC
Chair, Ontario Lung Association, Head, Division of Respirology, Toronto General Hospital, University Health Network

Neil Johnston
Chair, National Research Steering Committee & Treasurer, Canadian Lung Association Board of Directors, Regional Director, Respiratory Therapy at Winnipeg Regional Health Authority, Director, Respiratory Therapy Services at Health Sciences Centre, Winnipeg
Breathing as One.

The Campaign for Lung Research

One in five Canadians has lung disease, but lung research doesn’t get the attention – or the funding – that it needs.

The Breathing as One Campaign is The Lung Association’s platform to address challenges and capitalize on opportunities to change the conversation about lung health.

Based on the principle of collaboration, the research strategy will push beyond the traditional boundaries of lung research, leverage new knowledge and create the highest standards of treatments to attract and retain talented researchers.

The driving principle of our campaign is the commitment of the research community to share research findings so that everyone affected by lung disease can share in the benefits. The more we bring together different perspectives, the more we will achieve.

CHUNG-WAI CHOW

“Canadian scientists have a long proud history of research and innovation in respiratory diseases. We gave the world lung transplantation and sleep medicine, to name just two. I donate to ensure that we continue to be leaders in our field. Please join me in supporting research and innovation in lung diseases.” - Dr. Chung-Wai Chow, MD, PhD, FRCPC, Assistant Professor, Faculty of Medicine and Dalla Lana School of Public Health, University of Toronto, University Health Network, MaRS Centre

GETTING THE INSIDE ONSIDE

Building the Breathing as One movement from the ground up means leveraging our current champions by tapping into their passion for lung health.

No one embodies the spirit of Breathing as One more than Neil Johnston. As Regional Director, Respiratory Therapy at Winnipeg Regional Health Authority and Director, Respiratory Therapy Services at Health Sciences Centre, Winnipeg, Neil sees daily the need for more dollars and greater awareness of lung health issues.
ABOUT KAYLA BAKER

Kayla Baker was diagnosed with the rare lung disease pulmonary fibrosis at the age of 11, the legacy of cancer treatment that began when she was just 18 months old. She underwent lung transplant surgery in April 2013 but passed away eight months later.

She was the recipient of this year’s Canadian Lung Association Youth Award for outstanding dedication and commitment to lung health. She also received the 2013 Victor Davis Memorial Award from the Canadian Transplant Association in recognition of her efforts to raise awareness about the need for organ donation.

THE KAYLA BAKER RESEARCH AWARD

On Saturday, May 31, The Kayla Baker Research Award was unveiled at the second annual Run aLung fundraising event in Cambridge, Kayla’s home town. The award, which will be developed with Kayla’s family, will fund research in support of her vision of improved care and quality of life for people affected by lung disease, particularly lung transplant patients.

The Kayla Baker Research Award will be amongst the first awards to be developed under the Breathing as One Campaign.

The President and CEO of the Ontario Lung Association, George Habib, said that Kayla inspired everyone she met with her courage and her unwavering commitment to building awareness of the importance of lung research.
“The Kayla Baker Research Award will help to preserve and honour the memory of a young girl who was determined to speak out about her illness in the hope that it would help others,” Habib said.

"Creating a research award in my daughter’s name just seems like a wonderful way to remember Kayla and her strong commitment to lung health," said Susan Tremblett, Kayla’s mother. “Knowing that she would be helping others – I know in my heart that she would be honoured.”

THE LUNG FAMILY

Our campaign is in what is known as ‘the leverage phase’, where we leverage the support of the Lung family and begin to build relationships with potential donors before going public with large scale events or media.

As an important member of the Lung family, you are invited to view our Breathing as One website http://breathingasone.ca

To learn more about the Campaign and how you can get involved contact Campaign Director Peter Glazier at pglazier@breathingasone.ca