

## THE LUNG ASSOCIATION: RESPONSIBLE STEWARDS

Each year during the giving season, the media digs a little deeper in an effort to understand exactly how much of each donation made to a Canadian charity actually benefits the people or programs its intended to help.

While many charities might cringe at this kind of close public scrutiny, for The Lung Association it's an opportunity to remind friends and donors about our commitment to fiscal responsibility. As one of Canada's longest-serving and most respected charities, more than 88 cents from every dollar raised goes directly to benefit lung health programs, services and research. This is one of the higher disbursement rates in the country, an achievement we are proud of at The Lung Association.

We know for many, this year it's been more difficult than others, deciding where to spend your charitable dollars. Know we have been reliable stewards of all donations and thank our donors – new and long-term – from the top of our lungs.

