BUILDING MOVEMENTS FOR HEALTHIER COMMUNITIES

Annual Report 2016

AMERICAN NONSMOKERS’ RIGHTS FOUNDATION
Brought to you by the board and staff of
THE AMERICAN NONSMOKERS’ RIGHTS FOUNDATION

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Our mission is to promote smokefree air as the national norm through prevention education programs, information dissemination, technical assistance, and training.

Because everyone deserves the right to breathe smokefree air.
MOVEMENT BUILDING TAKES TIME, BUT ITS IMPACT IS LASTING.

In 2016, the ANR Foundation held its 10th Clearing the Air Institute, a bi-annual training retreat for a select group of tobacco control leaders and one of the many ways that the ANR Foundation builds capacity and coordinates strategy with tobacco control partners. Much of the smokefree progress and innovation in the U.S. can be traced back to this conference. It is a unique opportunity that gives participants key skill training, community leadership development, cutting edge examples, information exchange, and resources for addressing secondhand smoke and dramatically reducing cancer, heart disease, and other preventable illnesses at a population-wide level.

As of December 2016, 58% of Americans live in a community that requires all non-hospitality workplaces, restaurants, and bars to be 100% smokefree. Ten years ago, in 2006, only 17% of Americans were protected. This is impressive progress, given the formidable, well-financed opposition of the tobacco industry. But we’re not done. There are still significant gaps in smokefree protections based on the geography of smokefree laws.

It’s time to achieve equity in smokefree protections for all workers, regardless of their geographic region, race/ethnicity, occupation, or economic status.

Will you join the movement?

Kirk Kleinschmidt
Board Chair
1976: 40 Years Ago
Group Against Smoking Pollution (GASP) organizations from Southern and Northern California merge and incorporate as California GASP (which later becomes Americans for Nonsmokers’ Rights and the American Nonsmokers’ Rights Foundation).

1984: 30 Years Ago
Californians for Nonsmokers’ Rights and Californians for Nonsmokers’ Rights Foundation go national, becoming ANR and the ANR Foundation.

1996: 20 Years Ago
We launch our Back to Basics program and Clearing the Air guidebook which were designed to help individuals prepare for successful smokefree efforts.

2006: 10 Years Ago
In partnership with the Robert Wood Johnson Foundation, We develop a Rapid Response program to provide community education as a means of supporting key communities across the country working on smokefree air protections.
Smokefree Progress since the 2006 Report of the Surgeon General

The 2006 Surgeon General’s Report definitively stated there is no risk free level of exposure to secondhand smoke, ventilation is not a solution, and the only way to protect people from the health hazards of secondhand smoke is with 100% smokefree environments. These findings bolstered more smokefree activity.

2006
17% of population protected by WRB law in 7 states, 162 municipalities.

2016
58% of population protected by WRB law in 36 states plus DC, Virgin Islands, and Puerto Rico, and 822 municipalities.
2016 PROGRAM ACCOMPLISHMENTS: THE ROAD TO MOVEMENT BUILDING

2016 marks the 10th year of the Rapid Response Project, a project funded by the Robert Wood Johnson Foundation. Through the project, ANR Foundation empowers community based organizations to address disparities in smokefree workplace protections. **In 2016, we directly supported smokefree educational efforts across the U.S., including special projects in: Alaska, Georgia, Iowa, Kentucky, Louisiana, Missouri, Nevada, Pennsylvania, and Texas.**

**Educating the Community: Clearing the Air**
We provide trainings and a wide range of key resources and data for community based organization, schools, health agencies, policymakers, and others interested in the issues surrounding smoking and secondhand smoke. Our goals are to raise a smokefree generation that rejects tobacco use and tobacco industry manipulation and interference tactics, as well as educate the community about the health effects of secondhand smoke and the benefits of smokefree environments. We educate and train tobacco control leaders. **Together, we’re building a movement.**

**Closing Gaps In Smokefree Protections**
The percentage of U.S. population covered by a smokefree workplace, restaurant, and bar law increased 9%, from 49% in 2015 to 58% in 2016. This increase was due to new smokefree protections across the country, in particular, California (see sidebar). This is an example of how our work in movement-building takes time, but its impact is significant and lasting. Our proudest accomplishment in 2016 is knowing that the investment we’ve made in educating leaders—the curriculum we’ve developed, and the trainings we’ve provided—has led to nearly 14,500 tobacco control laws in the country.

**In 2016, California achieved the tremendous accomplishment of strengthening its statewide smokefree air law by closing many workplace loopholes that had left many people exposed to secondhand smoke in the workplace.**

It took California 22 years to close the workplace loopholes in the 1994 smokefree law. The hard work and dedication by numerous public health partners and advocates has finally paid off. It’s a great reminder that while smokefree campaigns can be challenging, especially at the state level, success is achievable and we must continue fighting to close gaps so that everyone can breathe easy.

**ANR: 40 YEARS OF ADVOCACY**
In 2016, our sister organization, ANR, celebrated its 40th anniversary of advocating for nonsmokers’ rights to breathe smokefree air.
DATA TELLS THE STORY

Since the early 1980’s, ANR Foundation has engaged in policy surveillance to track and collect both state and local tobacco control laws. We have carefully analyzed these laws and generated reports. This information has formed the basis for the ANR Foundation’s U.S. Tobacco Control Laws Database©, the only national collection of laws that contain provisions covering at least one of the following: clean air, restrictions on sales and youth access to tobacco, tobacco advertising and promotion restrictions, tobacco excise taxes, and conditional use permits.

This national database is a unique resource in the field of tobacco control, and has inspired similar collections in the field of public health generally. Information drawn from the database is used by researchers, health departments, the media, policy-makers, and advocates seeking to advance their tobacco-control efforts.

Throughout the year, our staff creates numerous lists, charts, and maps to illustrate the trend toward smokefree air. These lists represent only a small percentage of the data available in our database, which also includes data on sales and distribution, youth access, excise taxes, conditional use permits, and advertising. Only laws that are personally reviewed and analyzed by our staff using standardized criteria and 100% smokefree definitions are included in ANR Foundation’s smokefree lists.
40th Anniversary of Death in the West, a documentary proving that smoking causes health problems and that the tobacco industry knows about it. Phillip Morris sued to suppress the film. ANR Foundation helped to uncover this work in the 1980s and created the Death in the West Curriculum guide for schools.

10th Clearing the Air Institute, ANR Foundation hosts a bi-annual retreat training leaders in the tobacco control movement across the country. 2016’s Institute was held in New Orleans, celebrating the one year anniversary of the Smokefree NOLA law.

20th Anniversary of Back to Basics and Clearing the Air Guidebook
To refocus attention on clean indoor air, we launched a Back to Basics program, which trained advocates to pass local smokefree ordinances. The guidebook on passing local ordinances, Clearing the Air, was hailed by former Surgeon General C. Everett Koop as “superb... all the required nuts and bolts to enable passage of local clean indoor air laws.” In 2016 we released the Clearing the Air Addendum, featuring information on emerging issues: marijuana, e-cigarettes, casinos, and more.
2016 AT A GLANCE

58% of the population is protected by 100% smokefree air policies covering workplaces, restaurants and bars.

3,973 Hospitals are protected by smokefree policies—covering the entire campus, both indoors and out. In addition, 296 Nursing Facilities are protected by smokefree policies everywhere indoors.

1,757 Colleges and Universities are protected by smokefree policies—covering the entire campus, both indoors and out. 1,468 of them are completely tobacco free and 1,331 prohibit the use of e-cigarettes anywhere on campus. 652 also prohibit hookah use and 109 prohibit smoking/vaping marijuana.

479 Communities have smokefree policies* for Publicly-Owned Multi-Unit Housing. 25 cities & counties have enacted municipal laws that prohibit smoking in 100% of private units of multi-unit housing. An additional 27 cities and counties have enacted municipal laws that restrict smoking in private units of some types of multi-unit housing buildings.

3,415 Outdoor Venues are now protected by smokefree policies, compared to 3,235 at the end of 2015.

(Source: ANR Foundation’s U.S. Tobacco Control Laws Database©, 2016)

*The majority of which are adopted by a Public Housing Authority to restrict or prohibit smoking in private units of the buildings it owns and manages.
100% SMOKEFREE LAWS ACROSS THE U.S.

Percent of Population Covered by Workplace, Restaurant, and Bar Laws:

2016

100% Smokefree Workplaces: States or municipalities with laws that include all workplaces (both public and private non-hospitality workplaces, including, but not limited to, offices, factories, and warehouses), that do not allow smoking in separately ventilated rooms, and do not include an employee number exemption greater than one.

100% Smokefree Restaurants: States or municipalities with laws that do not allow smoking in attached bars or separately ventilated rooms and do not allow exemptions based on size, hours of operation, or age of admittance.

100% Smokefree Bars: States or municipalities with laws that do not allow smoking in separately ventilated rooms.

Local laws passed: 80
State laws passed: 0

<1%  1–25%  26–50%  51–75%  76–99%  100%
PUBLIC INFORMATION AND TECHNICAL ASSISTANCE
ANR Foundation informed and educated tobacco control leaders, the media, educators, parents, and the general public about secondhand smoke issues through the following services:

DATABASES AND INFRASTRUCTURE DEVELOPMENT
U.S. Tobacco Control Laws Database©: In 2016, the number of municipality records in the database increased to 5,483. There are close to 14,500 laws in total in the database. Staff analyzed 804 new ordinances during 2016 that either increased the number of municipalities with tobacco control coverage or amended existing coverage. In addition, 411 laws were reanalyzed due to new or modified fields.

Tobacco Library Database: Program staff collected and cataloged 457 new documents for inclusion in the organization’s expanded Tobacco Industry Tracking Database©, and updated 101 existing ones.

U.S. College Campus Tobacco Policies Database©: There are 98 distinct fields analyzed for each campus policy in this Database. The data are also linked to electronic copies of more than 1,300 analyzed campus policy documents. Campus demographic data are included and searchable, including: community colleges vs. four-year (and beyond) institutions, public vs. private, HBCU, and other demographic data.

Website: 1,505,631 page views; 1,075,911 sessions; and 929,064 users (which includes both new and returning users).

Newsletter: 4,200 newsletters and 6 e-bulletins were distributed nationally.

Media Contacts: 182 unique news clips related to smokefree air & tobacco issues, with some picked up by other news agencies for a total of 647 clips.

Secondhand Smoke Listservs: Staff participated in many state and/or issue-specific tobacco control listservs.

Direct Technical Assistance: Staff conducted thousands of technical assistance contacts via email, phone calls, conference calls, and in-person meetings.

Presentations & Trainings: Staff was involved in 41 events throughout the U.S. and abroad on a variety of issues relating to tobacco control.
## 2016 FINANCIALS

### ASSETS

<table>
<thead>
<tr>
<th>Current Assets:</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$307,170</td>
<td>$245,877</td>
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<tr>
<td>Investments</td>
<td>1,011,870</td>
<td>1,262,387</td>
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<td>Accounts Receivable</td>
<td>256,465</td>
<td>284,739</td>
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<td>Accounts Receivable from Affiliate</td>
<td>20,823</td>
<td>16,703</td>
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<td>Inventory</td>
<td>150</td>
<td>150</td>
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<tr>
<td>Other Assets</td>
<td>14,664</td>
<td>14,623</td>
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<td><strong>Total Current Assets</strong></td>
<td>$1,611,142</td>
<td>$1,824,479</td>
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<table>
<thead>
<tr>
<th>Property and Equipment:</th>
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<tbody>
<tr>
<td>Furniture and Equipment</td>
<td>134,383</td>
<td>119,441</td>
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<tr>
<td>Less: Accumulated Depreciation</td>
<td>(110,940)</td>
<td>(111,040)</td>
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<tr>
<td><strong>Property and Equipment, Net</strong></td>
<td>23,443</td>
<td>4,401</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$1,634,585</td>
<td>$1,832,880</td>
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### LIABILITIES AND NET ASSETS

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<thead>
<tr>
<th>Current Liabilities:</th>
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<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$72,131</td>
<td>$75,743</td>
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<td>Deferred Revenue</td>
<td>399,501</td>
<td>284,704</td>
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<td><strong>Total Liabilities</strong></td>
<td>$471,632</td>
<td>$340,447</td>
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<table>
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<tr>
<th>Net Assets</th>
<th>2016</th>
<th>2015</th>
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<tr>
<td>Unrestricted</td>
<td>72,046</td>
<td>171,184</td>
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<td>Board Designated</td>
<td>1,090,807</td>
<td>1,341,649</td>
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<td><strong>Total Net Assets</strong></td>
<td>$1,162,953</td>
<td>$1,512,849</td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$1,634,585</td>
<td>$1,832,880</td>
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### PUBLIC SUPPORT AND REVENUE

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<tr>
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<th>2016</th>
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<tbody>
<tr>
<td>Public Support</td>
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<td></td>
</tr>
<tr>
<td>Government Awards</td>
<td>$313,138</td>
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<tr>
<td>Foundation and Corporate Grants</td>
<td>1,843,777</td>
<td>1,556,027</td>
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<tr>
<td>Contributions and Sponsorships</td>
<td>153,110</td>
<td>81,617</td>
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<tr>
<td><strong>Total Public Support</strong></td>
<td>$2,310,025</td>
<td>$1,665,976</td>
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<table>
<thead>
<tr>
<th>Revenue:</th>
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</thead>
<tbody>
<tr>
<td>Fee for Service</td>
<td>64,630</td>
<td>0</td>
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<tr>
<td>License Agreements</td>
<td>37,133</td>
<td>72,926</td>
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<tr>
<td>Realized Gain/(Loss) on Sale of Investments</td>
<td>11,856</td>
<td>(42,173)</td>
</tr>
<tr>
<td>Unrealized Gain/(Loss) on Investments</td>
<td>22,889</td>
<td>(89,971)</td>
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<tr>
<td>Interest Income</td>
<td>51,689</td>
<td>94,281</td>
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<tr>
<td>Miscellaneous</td>
<td>0</td>
<td>1,133</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$209,381</td>
<td>$27,106</td>
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</table>

| Total Public Support and Revenue | 2,519,406 | 1,903,085 |

### EXPENSES

<table>
<thead>
<tr>
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<th>2016</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>2,273,550</td>
<td>2,127,402</td>
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<tr>
<td>General and Administration</td>
<td>264,986</td>
<td>316,762</td>
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<tr>
<td>Fundraising</td>
<td>160,350</td>
<td>157,210</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$2,698,886</td>
<td>$2,500,374</td>
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### CHANGES IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td>Net Assets - Beginning of Year</td>
<td>1,492,433</td>
<td>2,090,722</td>
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</table>

### NET ASSETS - AT END OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td><strong>Unrestricted</strong></td>
<td>$1,142,353</td>
<td>$1,492,433</td>
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</tbody>
</table>
**Infrastructure Development**

In 2016 programmatic use of Board Designated net assets included: Supporting technical assistance; maintaining tobacco industry tracking Database systems; and travel to attend conferences and meetings to promote smokefree air.
DONORS AND PARTNERS 2016

$5,000 to $20,000
Pete and Harriet Hanauer
William Warburton

$1,000 to $4,999
Roman J. Bowser
Dr. Jonathan E. Fielding, MD, MPH
Hafter Family Foundation
Bruce Hetrick
Susan D. Hopkins
Sid Kass & Susie Langdon Kass
Kirk Kleinschmidt
Fred & Joy Lane
Arthur & Toni Rembe Rock
Steve Schueth

$500 to $999
Richard K. Circuit
Dr. Robert Clark
Robin Hobart
James & Elaine Huddleston
Amy E. Klein
Allen L. Kost
David A. Major, MD
Mark Pertschuk
John P. Pierce, PhD
Robert & Karen Shapiro
Cindy Winter

$250 to $499
Anonymous (1)
Seth Ammerman, MD
Michael J. Bayouth
Norman J. Beffert
Sheldon B. Cohen, MD
Charles DiSogra
Morley & Patricia S. Farquar
Hayward L. Fong
Michael S. Frank, MD
William L. Furmanski
Dr. A. Mark Glickstein
Len & Barbara Gosink
John Greenwood
Herbert Gross, Jr.
Thomas W. Harwayne
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Armando Jimenez, MPH
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Linda G. Marks
Dr. Matthew T. McKenna, MPH
RealNetworks Foundation
Dorothy P. Rice
Marc Rieffel
Mikel D. Robinson
Alane Shapiro
Kathryn Shields
Mike Speciner
Bob Vollinger

$101 to $249
Bruce Ackerman
Stella Aguinaga Bialous, RN
Gary Clover
Charles Dana
Jan B. Eder
Sharon Y. Eubanks
Bronson J. Frick
Cynthia Hallett
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Leighninger
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Paul Maguire
Arthur Mattuck
H. Richard McLane
Jim Mossberger
Dr. Thomas B. Newman, MD, MPH
Arlene L. Plakun
Carol Russell
Jean L. Salmon
Glenn E. Schneider
Pamela Seamans
Frances Ann Walker

$100
Anonymous (1)
Bonnie Ake
Katherine Arbour
Rex L. Arney
Russell Baris & Ms. Marjorie Golden
Stephen & Judith Barrett, MD
Letitia Bishop
Lani O. Blissard
Annette Bork
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Robert D. Gries
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Carolyn Hall
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Dr. & Mrs. Stephen & Judy
Steinfeldt
Ronald W. Stovitz & Ms. Danell
S. Zeavin
Linda & Donald Sutherland
Edward Thomas
Lee Thurman
Robert Wettstein
Liz Williams

National Partners
American Cancer Society
Centers for Diseases Control (PICH/REACH)
ICF Macro, Inc.
National Institute of Health (Roswell Park)
National Cancer Institute
Robert Wood Johnson Foundation
Truth Initiative
SUPPORT ANR Foundation
Donations
To make a tax deductible donation contact us at 510-841-3032 and speak with our membership team, or visit us online at no-smoke.org.

ANR Institutional Subscriptions Organizations, health departments, universities, and other institutions receive newsclips, relevant information, and research citations relating to second-hand smoke along with regular UPDATE newsletter publications.

ANR Merchandise Give us a call to purchase Clearing the Air, our action guide, bumper stickers, no-smoking lapel pins, and other merchandise.

ANR Legacy Giving—The Smokefree Air Society Include us in your estate plan to become a member.

Amazon Smile: Visit this link and pick ANR Foundation so that all of your eligible shopping will benefit us: http://smile.amazon.com/ch/94-2922136.

Matching Gifts Ask if your employer matches your donations to non-profit organizations.

Workplace Giving Campaign Look for us under our DBA: Asthma, Cancer & Heart Disease Prevention through Smokefree Air.

PARTNER WITH ANR Foundation
Trainings & Technical Assistance: The ANR Foundation works with national, state, and local health departments, government agencies, coalitions, public health and community based organizations, as well as tribal nations, to expand smokefree protections. We provide trainings and technical assistance on a variety of topics, including: the science of secondhand and thirdhand smoke, building coalitions and supporters, using storytelling to promote awareness, engaging casino and gaming employees, tobacco-free colleges, drifting smoke in apartments, keeping tobacco sacred, including e-cigarettes in smokefree policies, and the legalization of marijuana. Our trainings and technical assistance are offered in-person, via webinars or on-line communication, as well as by phone, and can be customized to your needs and budget.

Policy Surveillance and Data: The ANR Foundation has multiple databases (Laws, Colleges, Industry Tracking) available to researchers, universities, and public health organizations. We can provide data for analysis, maps, and infographics, among other uses.

Speaking Engagements: Does your organization have an upcoming conference or event? Book one of our experienced team members to talk to your group about any topic related to smoke and tobacco-free air, emerging issues, legislative opportunities, threats, and industry interference.

Contact us at 510-841-3032 or info@no-smoke.org for more information about partnership opportunities.
SUPPORT & PARTNER WITH THE ANR FOUNDATION

Our success would not be possible without the support and partnership of generous institutions and individuals who share our passion for smokefree air for everyone. Our mission is clear – to clear the air of secondhand smoke and create healthy spaces where people live, work and play.
When we stand together, there is nothing we cannot accomplish.

ANR Foundation not only has a proven successful track record nationwide on public education, technical assistance, and youth programs related to tobacco and secondhand smoke issues, but also has a strong record of fiscal responsibility. ANR Foundation is skilled in managing multiple, diverse funding streams in accordance with the highest standards of nonprofit accountability and financial management.

Currently, ANR Foundation is a member charity of the Health and Medical Research Charities of America, as well as the Independent Charities of America, which awarded ANR Foundation with its Best in America seal of excellence. The seal is awarded to member charities that are able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness.

ANR Foundation is a participant of the United Way, the California State Employees Charitable Campaign, and the Combined Federal Campaign, which is perhaps the most exclusive fund drive worldwide based on its rigorous standards for inclusion.