FOCUSED ON PARTNERSHIPS TO BUILD A SMOKEFREE FUTURE

Annual Report 2017
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.
ANRF trains public health professionals about secondhand smoke and multi-unit housing in El Paso, Texas.
A MESSAGE FROM OUR LEADERSHIP

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LASER-FOCUSED ON CLOSING THE DIVIDE

In 2017 we were a part of definitive smokefree momentum with our education, guidance, and our ability to organize locally with non-traditional tobacco control partners like entertainers, casino workers, and tribal leaders. Despite the climate at the federal level, local control reigned in another 974 local laws—cities and communities opting for healthy outcomes by eliminating secondhand smoke exposure in workplaces.

But significant gaps in protections persist, especially among those groups who are plainly targeted by the tobacco industry: African Americans, Hispanics, and the LGBTQ2 community. Forty-two percent of the U.S. population is not fully protected from secondhand smoke exposure in their workplaces. And nearly 90% of commercial and tribal casino workers are still exposed in their workplaces.

This year the ANR Foundation took an inward look to refocus our work. We began by refining our materials in a redesigned and user-friendly website for our advocacy arm (nonsmokersrights.org), and for the ANR Foundation (no-smoke.org). And because people with a higher burden of secondhand smoke exposure tend to live in Southern and Midwestern states, we have narrowed our attention on work in ten to thirteen specific states that will further the way to lasting positive health outcomes by reducing the 42% gap in smokefree protections to 20% within the next five years.

We are grounded by our years of experience. There is a sense among our team that what we are seeing unfold is sustained local momentum, buoyed by our work with non-traditional partners. Our team is driven to achieving equity in smokefree protections for all workers, regardless of their geographic region, race/ethnicity, occupation, or economic status.

We are grateful for past support and invite you to join us on our journey as we focus on closing the divide between those protected and those still exposed to toxic secondhand smoke.

Kirk Kleinschmidt
BOARD CHAIR
Alaskans have been working on smokefree air for several years in conjunction with ANRF support. In 2017 we continued to make progress. Smokefree indoor air is not just about changing policy but about changing social norms and expectations in the process—connecting smokefree indoor air with local values and building community support and partnerships on the issue for the long term.
FORT WORTH SMOKEFREE ORDINANCE PASSED

In a decisive 8-1 vote on December 12, 2017, the Fort Worth City Council voted to strengthen its smokefree ordinance by removing the exemption allowing smoking in the city’s bars and bingo halls. The ordinance also prohibits use of electronic cigarettes in smokefree indoor spaces.

Onjewel Smith, ANR’s Southern States Consultant, was quoted by CBS: “For all of Fort Worth’s blue collar and hospitality workers who have been putting their health at risk to provide for their families, this is a good day. Everyone has the right to a safe and healthy workplace.”

The amended ordinance will go into effect March 12, 2018.

Fort Worth will join Texas’ other major municipalities including Dallas, Houston, San Antonio, El Paso, and Austin in protecting residents, visitors, and employees from secondhand smoke exposure.
Baton Rouge Smokefree Ordinance Passed

ANRF helped in guiding the Smokefree East Baton Rouge coalition to a win for smokefree.

By a vote of 7-5, the council approved a measure on August 9, 2017, making bars and casinos 100% smokefree by June 1, 2018; the law also prohibits the use of electronic smoking devices in smokefree environments.

The vote highlights a multi-year community effort that started in 2015 led by musicians and others who work in hospitality venues.

Local smokefree laws in cities like Baton Rouge and New Orleans are in line with the growing broader trend in gaming communities for smokefree air in hospitality workplaces. Casino companies have invested billions of dollars into smokefree gambling properties in the past five years alone and want these properties to succeed. By moving the smoke outside and away from entrances, casinos can be more attractive to the 85% of the U.S. adult population that doesn’t smoke.

In 2007, the Louisiana state legislature passed a law bringing smokefree air to all restaurants and non-hospitality workplaces in the state, but it failed to extend the same protections to bar and casino workers due to political pressure from the tobacco industry and its allies. Ten years later, Baton Rouge’s hospitality workforce, musicians, and music fans alike will finally have the right to breathe smokefree air in the city’s bars and casinos.

Baton Rouge is the 13th city in Louisiana to pass a local smokefree ordinance.

When the law goes into effect, the percent of the Louisiana population protected by a local smokefree workplace, restaurant, and bar law will increase from 18.4% to 28.1%.
EDUCATING COMMUNITIES: EMPOWERING PEOPLE

2017 marked the 11th year of the Rapid Response Project, funded by the Robert Wood Johnson Foundation. Through the project, ANR Foundation empowers community-based organizations to address disparities in smokefree workplace protections.

CLOSING GAPS IN SMOKEFREE PROTECTIONS
In 2017, we deeply analyzed our organization to identify the best strategies for future sustainability and effectiveness.

Our board of directors chose to re-focus solely on smokefree efforts in ten most vulnerable states: Alaska, Arkansas, Georgia, Indiana, Louisiana, Missouri, Mississippi, Nevada, Pennsylvania, and Texas.

Education programs in 2017 included work in Alaska; El Paso, Texas; Baton Rouge, Louisiana; Mesquite, Nevada; and Pennsylvania.

Clearing the Air Institute
Set for 2018

In 2017 we laid the groundwork for a 2018 convening of tobacco control partners in Branson, Missouri.

This location was chosen to facilitate ease of attendance for the region and to serve more people.
EDUCATING PEERS

LESSONS FROM THE FRONT LINES:
The Good, The Bad, and the Challenging (Ugly)

CDC ACADEMY
Southern States Consultant, Onjewel Smith, shares what we’ve learned as we’ve made progress on local campaigns in places like New Orleans and Lafayette, Louisiana.
### 2017 AT A GLANCE

58.4% of the population is protected by 100% smokefree air policies covering workplaces, restaurants, and bars.

2,106 Colleges and Universities are protected by smokefree policies, covering the entire campus, both indoors and out. 1,771 of them are completely tobacco free and 1,686 prohibit the use of e-cigarettes anywhere on campus. 868 also prohibit hookah use, and 220 prohibit smoking/vaping marijuana.

4,020 Hospitals are protected by smokefree policies, covering the entire campus, both indoors and out. In addition, 348 Nursing Facilities are protected by smokefree policies everywhere indoors.

541 Communities have smokefree policies* for Publicly-Owned Multi-Unit Housing. 38 cities and counties have enacted municipal laws that prohibit smoking in 100% of private units of multi-unit housing. An additional 25 cities and counties have enacted municipal laws that restrict smoking in private units of some types of multi-unit housing buildings.

3,667 Outdoor Venues are now protected by smokefree policies.

(Source: ANR Foundation's U.S. Tobacco Control Laws Database©, 2017)

*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.

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- 42% of current U.S. workers are still exposed to secondhand smoke on the job
- 1,433 municipalities in the U.S. have 100% smokefree ordinances
- 65.6% of the U.S. population is protected by a smokefree restaurant and bar law
- 33 years of experience in helping to promote knowledge about smokefree air
PERCENT OF POPULATION COVERED BY WORKPLACE, RESTAURANT, AND BAR LAWS:
100% SMOKEFREE LAWS ACROSS THE U.S.

2017

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

(Commonwealth of Northern Mariana Islands, Guam, American Samoa, Puerto Rico, U.S. Virgin Islands)
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 2017, the number of municipality records in the database increased to 5,673. There are close to 15,500 laws in total in the database. Staff analyzed or reanalyzed 983 laws during 2017 that either increased the number of municipalities with tobacco control coverage, amended existing coverage, or had new or modified fields populated.

Tobacco Library Database: Program staff collected and cataloged 571 new documents for inclusion in the organization’s expanded Tobacco Industry Tracking Database©, and updated 2,930 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.

No-smoke.org: 1,084,018 page views; 753,955 sessions; and 645,292 users (which includes both new and returning users).

Newsletter: 2,225 newsletters and 12 e-bulletins were distributed nationally.

Media Contacts: 108 unique news clips related to smokefree air & tobacco issues, with some picked up by other news agencies for a total of 378 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 72 events throughout the U.S. and abroad on a variety of issues relating to tobacco control. Total people trained: 2,880.
# 2017 FINANCIALS

## ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Cash and Cash Equivalents</td>
<td>$406,810</td>
<td>$307,170</td>
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<td>Investments</td>
<td>$884,220</td>
<td>$1,011,870</td>
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<td>Accounts Receivable</td>
<td>$136,916</td>
<td>$256,465</td>
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<td>Accounts Receivable from Affiliate</td>
<td>$118,656</td>
<td>$20,823</td>
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<td>Inventory</td>
<td>$150</td>
<td>$150</td>
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<tr>
<td>Other Assets</td>
<td>$39,038</td>
<td>$14,664</td>
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<td><strong>Total Current Assets</strong></td>
<td>$1,585,790</td>
<td>$1,611,142</td>
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<td><strong>Property and Equipment:</strong></td>
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<tr>
<td>Furniture and Equipment</td>
<td>$119,721</td>
<td>$134,383</td>
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<tr>
<td>Less: Accumulated Depreciation</td>
<td>$(111,647)</td>
<td>$(110,940)</td>
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<tr>
<td><strong>Property and Equipment, Net</strong></td>
<td>$8,074</td>
<td>$23,443</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>$1,593,864</td>
<td>$1,634,585</td>
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## LIABILITIES AND NET ASSETS

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<tr>
<th></th>
<th>Unrestricted</th>
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<tr>
<td><strong>Current Liabilities:</strong></td>
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<tr>
<td>Accounts Payable and Accrued Expenses</td>
<td>$49,726</td>
<td>$72,131</td>
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<tr>
<td>Deferred Revenue</td>
<td>$632,200</td>
<td>$399,501</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$681,926</td>
<td>$471,632</td>
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## Public Support and Revenue

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<td><strong>Public Support:</strong></td>
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<tr>
<td>Government Awards</td>
<td>$287,447</td>
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<tr>
<td>Foundation and Corporate Grants</td>
<td>$1,476,143</td>
<td>$1,643,777</td>
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<td>Contributions and Sponsorships</td>
<td>$214,799</td>
<td>$153,110</td>
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<td><strong>Total Public Support</strong></td>
<td>$1,978,389</td>
<td>$2,310,025</td>
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<tr>
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<tr>
<td><strong>Revenue:</strong></td>
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<tr>
<td>Fee for Service</td>
<td>0</td>
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<tr>
<td>License Agreements</td>
<td>44,088</td>
<td>37,133</td>
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<tr>
<td>Realized Gain/(Loss) on Sale of Investments</td>
<td>24,640</td>
<td>11,555</td>
<td></td>
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<tr>
<td>Unrealized Gain/(Loss) on Investments</td>
<td>96,266</td>
<td>22,999</td>
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<tr>
<td>Interest Income</td>
<td>20,074</td>
<td>51,659</td>
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<tr>
<td>Miscellaneous</td>
<td>36</td>
<td>694</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$185,104</td>
<td>$209,381</td>
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## Expenses

<table>
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<th>2016</th>
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<tbody>
<tr>
<td>Program Services</td>
<td>$1,956,303</td>
<td>$2,373,550</td>
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<td>General and Administration</td>
<td>$260,902</td>
<td>$284,985</td>
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<td>Fundraising</td>
<td>$197,303</td>
<td>$190,350</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$2,414,508</td>
<td>$2,848,886</td>
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## Changes in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Net Assets - Beginning of Year</td>
<td>$1,162,953</td>
<td>$1,492,433</td>
</tr>
</tbody>
</table>

## Net Assets - At End of Year

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$1,593,864</td>
<td>$1,634,585</td>
</tr>
</tbody>
</table>
Infrastructure Development
In 2017 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.
The American Nonsmokers’ Rights Foundation is dedicated to improving community health and increasing health equity by ensuring that everyone is protected by a 100% smokefree law. We provide training, technical assistance, and tobacco policy surveillance data for civic engagement to improve community health.

ANRF Staff Members attend NCTOH
Our dynamic team of tobacco control policy, public health, and technical assistance professionals lend their expertise to others in the field.
DONORS AND PARTNERS 2017

$5,000 to $20,000
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$1,000 to $4,999
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Glenn E. Schneider
Pamela Seams
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$100
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Liz Williams

Smokefree Air Society
Legacy Giving
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Gail Becker
Roman Bowser
Joel Dunnington
Pete & Harriet Hanauer
Irene Haynie
Joan Norwitz

National Partners
American Cancer Society
Centers for Diseases Control
ICF Macro, Inc.
National Institute of Health
National Cancer Institute
Robert Wood Johnson
Foundation
Truth Initiative
SUPPORT US

Donations
To make a tax deductible donation contact us at 510-841-3032 and speak with our team, or visit us online at no-smoke.org/donate.

Institutional Subscriptions
Organizations, health departments, universities, and other institutions receive newsclops, relevant information, and research citations relating to secondhand smoke along with regular UPDATE newsletter publications.

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

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
We are part of the Combined Federal Campaign DBA: Asthma, Cancer & Heart Disease Prevention through Smokefree Air. Our CFC number is 11835.

PARTNER WITH US

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 online 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 smokefree 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.
Our mission is clear – to clear the air of secondhand smoke and create healthy spaces where people live, work, and play.

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.
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 it 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.
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