



2024/2025 **ANNUAL REPORT**

Manitoba Lung Association

B R E A T H E

mb.lung.ca

Our Mission

As the recognized leader and primary resource in lung health, our mission is to help Manitobans breathe with ease.

Our Vision

Healthy breathing for healthy living.

Our Core Values

Research and knowledge translation are foundational to lung health.

Partnerships and collaboration extend our reach.

We are open and accountable and treat everyone with respect.

Healthy breathing is a universal right and is vital to healthy living.

Primary prevention is pivotal to lung health.

We strive to the highest possible standards of ethics and professionalism.

Reflections from Our Leadership

This year marked a time of transformation and renewed focus for our organization. With the appointment of a new CEO and Board Chair, 2024 served as a transition year — one that allowed us to listen, learn, and realign our efforts to better meet the lung health needs of Manitobans.

Notably, 2024 also marked the 120th anniversary since the inception of the Sanatorium Board of Manitoba — a significant milestone in our province's lung health history. This legacy reminds us of how far we have come and strengthens our resolve to continue evolving and responding to changing needs. As we honoured this legacy, we also took important steps forward to modernize our work and deepen our understanding of lung health challenges today.

We are proud to have advanced our work in meaningful ways. A newly developed website, a comprehensive communications review, and a province-wide market research survey helped us better understand how our programs and services are making an impact — and where gaps remain. These insights now guide our strategic priorities and provide a clearer picture of how we can evolve to meet the unmet needs in lung health care across Manitoba.

Lung health is deeply personal and increasingly urgent. From pulmonary fibrosis support to radon awareness, and the growing concerns around air quality relating to wildfire smoke, we saw a surge in demand for trusted information and community-based services. This demand underscores the importance of our work, made possible through government partnerships and the unwavering generosity of our donors and community supporters.

As we look ahead, we do so with intention. The coming year will be an investment year — with focused efforts on youth vaping prevention programs, exploration in asthma support partnerships, and a deeper look into how air quality affects the daily lives of Manitobans. We are also reaffirming our commitment to Truth and Reconciliation by reflecting on the historical and working to ensure our supports are inclusive and respectful of Indigenous experiences and voices.

Critically, we are deepening our focus on research to strengthen the evidence base that informs our programs and advocacy efforts. We recognize the urgent need for locally grounded data, particularly in emerging areas such as youth vaping and other chronic lung diseases. By supporting and collaborating with Manitoba-based researchers, we aim to generate actionable insights that can guide prevention, treatment, and advocacy — ensuring our work remains relevant, responsive, and rooted in the realities of those we serve.

Together, we are building a stronger, healthier future — one breath at a time.

Thank you for your continued support as we move forward — with purpose, compassion, and a shared vision for a province where everyone can breathe with ease.

With gratitude,



Michael Ziesmann
Chair of the Board



Juliette Mucha
President & CEO

PROGRAM DELIVERY

Manitoba Lung Association
B R E A T H E

Lungs are for Life!

Growing Impact and Culturally Relevant Resources

Our Lungs are for Life! (LR4L) program continues to reach young Manitobans with over **700 downloads** across **147+ schools** province wide.

To ensure inclusivity and respect for diversity, a culturally appropriate and linguistically accurate translations of key terms were developed within the LR4L lessons - **Manitoba Cree and Ojibwe**.



New K-12 Radon Education Module Developed

As part of LR4L, a **free, curriculum-based radon education module** was created and tailored for Manitoba educators in collaboration with Health Canada. This resource integrates important lung health information into classrooms, raising early awareness about radon risks. By educating students, we empower families to test their homes and take action to reduce radon exposure—helping to protect future generations.

Thank you to our partners:



University
of Manitoba

Manitoba



50
YEARS
1973-2023

RAINBOW
RESOURCE
CENTRE

MANITOBA
School Boards
ASSOCIATION

PROGRAM DELIVERY

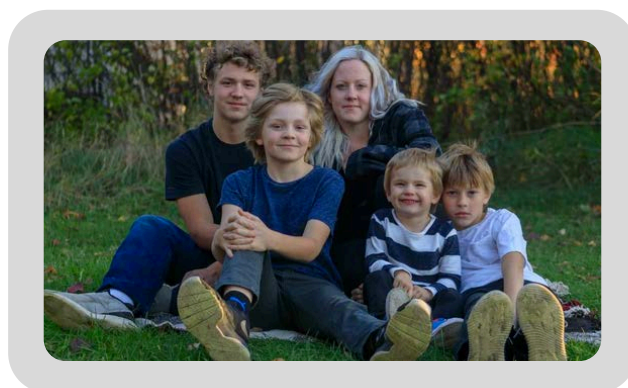
Manitoba Lung Association
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Nicotine Cessation Challenges

Supporting Manitobans on Their Quit Journey

Throughout 2024-25, three quit challenges were held: the *Spring Challenge*, *Quit Nicotine for the Holidays*, and *New Year, New You*. Daily tips, encouragement, and community support were offered to help many Manitobans reduce or quit nicotine.

While hundreds participated across all three challenges, individuals completed a detailed post-challenge survey highlighting:



Katie was the grand prize winner of the 30-Day *Quit Nicotine for the Holidays*

 **95.2%** reported smoking **fewer cigarettes per day**

 **61%** declared themselves **smoke-free by the end of the challenge**

 Most began the challenge smoking **21-30 cigarettes** per day

These challenges demonstrate the positive impact of accessible, community-focused programs in helping Manitobans take meaningful steps toward a healthier, nicotine-free life.



Thank you to our partners:



PHARMACISTS
MANITOBA

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MANITOBA TOBACCO REDUCTION ALLIANCE INC.



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YEARS
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Toka's Quit Journey:

Finding Strength in the ManitobaQUITS Community

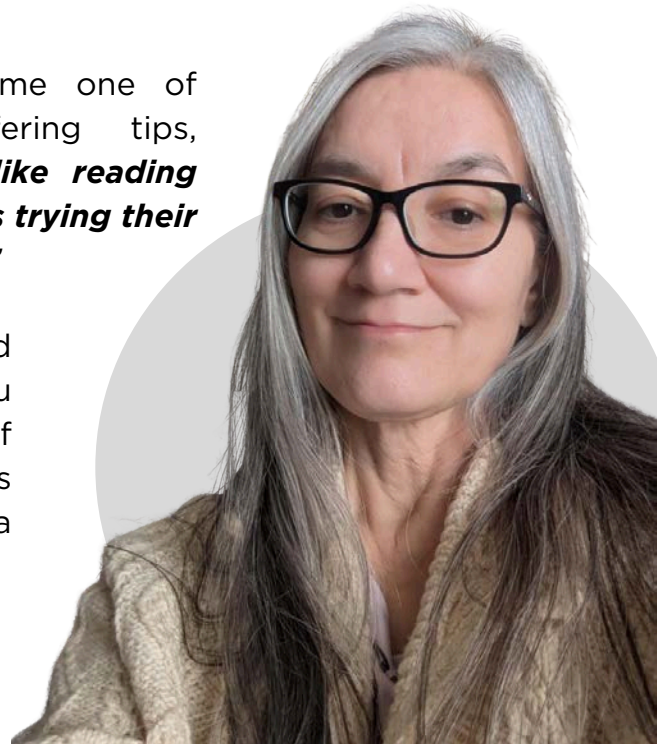
When Toka quit smoking more than a decade ago, she knew she couldn't do it alone. Years of health challenges, low energy, and the financial burden of smoking had taken a toll—but the birth of her first granddaughter gave her a powerful reason to try again. This time, she focused on finding the **right support**.

Toka tested several quit methods before nicotine gum and rest during cravings helped her stay on track. But the biggest shift came when she joined the **ManitobaQUITS Facebook support group**. There, she connected with people who truly understood the struggle—and shared every small win along the way.

"Community made the difference," Toka says. ***"Knowing others believed in me helped me believe in myself."*** She found encouragement, shared her own story, and built meaningful connections that strengthened her resolve.

Today, not only is Toka smoke-free—she's become one of ManitobaQUITS' most engaged members, offering tips, cheerleading others, and leading by example. ***"I like reading people's stories,"*** she says. ***"It's inspiring to see others trying their best to quit, and I try to support them however I can."***

Toka's journey proves that quitting is possible—and that with the right tools and a strong community, you don't have to do it alone. Now a proud grandmother of three and working as a healthcare aide, she continues to inspire others to take that first step toward a **smoke-free future**.



PROGRAM DELIVERY

Manitoba Lung Association
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Breathe Free: A Holistic Journey to Quit Smoking

Nicotine Education Webinar

To help Manitobans overcome common barriers to quitting—particularly cravings and stress—the Manitoba Lung Association launched an innovative on-demand resource in 2024: *Breathe Free: A Holistic Journey to Quit Smoking with Mindset and Breathwork*.



Alternate Nasal Breathing

This free educational webinar offers a comprehensive, whole-person approach to tobacco cessation, combining evidence-based strategies with alternative techniques that complement traditional methods.

Evaluation Feedback

"I never knew something so simple could help."

"The advantage of paying attention to your breathing."

"I loved your calming voice, clear instructions and the video was great showing how to do the breathing, it has calmed me greatly and taken my mind off of the cravings."

Topics include:

- Mindset tools for lasting behavior change
- Nasal breathing techniques to regulate the nervous system
- Practical stress management exercises
- Empowering approaches to build confidence in your quit journey

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Radon Awareness

Community Outreach and Education



In partnership with Health Canada, TakeAction on Radon, and the City of Dauphin, the Manitoba Lung Association hosted a free **Radon Information Session** at the Dauphin Public Library.

To support immediate action, **100 free radon test kits** were made available to Dauphin residents. Events like this help raise awareness and empower communities to take practical steps to reduce their risk of radon-related lung cancer.

This event brought together residents and health experts to discuss the importance of radon testing and mitigation which covered the following topics:

- Why testing for radon is essential to protecting lung health
- How to properly test their homes for radon
- What steps to take if elevated radon levels are found
- What financial supports are available, including the Lungs Matter Grant for radon mitigation
- 92% of homes in Dauphin tested above Health Canada's guideline of 200 Bq/m³



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Radon Awareness

Radon Test Kit Giveaway

Manitobans are stepping up to protect their homes and their health. In November, over 100 radon test kits were given free as part of our ongoing efforts to raise awareness about the risks of radon exposure.

This giveaway was part of a larger awareness campaign that helped drive a **600% increase in radon test kit sales**—a strong sign that more Manitobans are making lung health a priority.

Radon Action Planning

In partnership with Health Canada and the Canadian Association of Radon Scientists and Technologists, a Radon Action Planning Workshop was hosted.

This collaborative event brought together stakeholders from across Manitoba—including public health officials, policymakers, researchers, industry, and advocates—to share knowledge and align efforts around reducing radon exposure.

Key topics included:

- The personal impact of radon exposure
- Testimonies from lung cancer survivors
- Best practices from other jurisdictions
- Steps toward developing a coordinated provincial response

This workshop marks an important step toward the creation of a **5-year Radon Action Plan**—a collective effort to protect the health of Manitobans through education, testing, and mitigation support.



Diane, one of our contest winners, taking action to ensure the air in her home is safe.



Adam, Sandy, Pam and Juliette

PROGRAM DELIVERY

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Library Lending Program

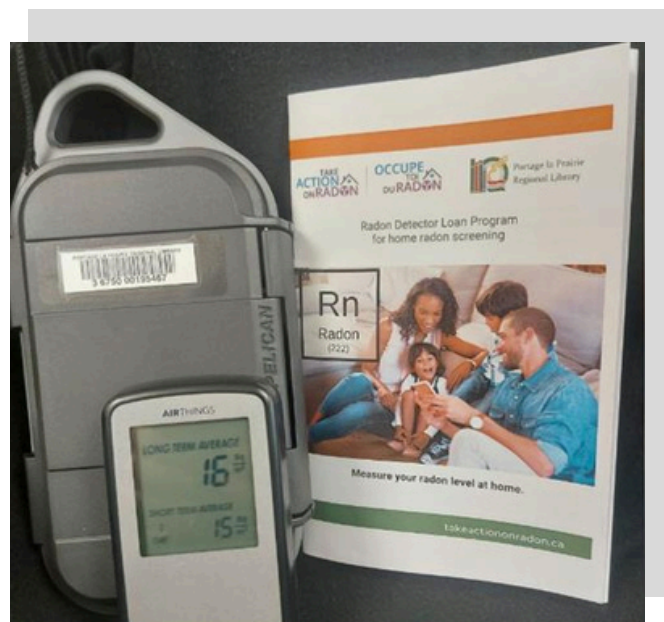
Expanding Access to Radon Detection

This year, the Radon Detector Library Lending Program saw a major growth. The number of participating regional library systems grew from 13 to 24, with a total of 40 branches now offering free radon detectors for public use.

This expansion has increased access to radon screening for approximately 197,000 Manitobans, with a projected reach of nearly 1 million once Winnipeg Public Libraries join in fall 2025.

Demand for the program is strong, with many libraries reporting waitlists.

By dramatically improving access to radon detection—especially in rural and low-income communities—this program addresses health equity and helps identify cancer risks early. It's a cost-effective, community-based approach to prevention that continues to gain momentum across Manitoba.



Jen Kendall, Head Librarian, Portage la Prairie Regional Library

"Our radon screener program at Portage la Prairie Regional Library has been wildly successful. Not only has it increased awareness about radon in our area, it has raised the profile of the library as we work with other municipal services to ensure that Portage is a safe, healthy place to live."

PROGRAM DELIVERY

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Lungs Matter Mitigation Grant

Continued Operation and National Expansion

In 2024-25, the **Lungs Matter Radon Mitigation Grant** in Manitoba supported the national expansion through the Canadian Lung Association. Manitoba helped 13 families successfully mitigate their homes over the past year, thanks to our generous donors.

This program helps remove financial barriers to radon mitigation—particularly for lung cancer patients and low-income households. By offering direct support to those most at risk, the program ensures more Manitobans can live in homes with safe, healthy air.

The national expansion of this Manitoba-grown initiative is a significant milestone. Its adoption by other provinces shows that this model is both effective and scalable, reinforcing the importance of investing in prevention and equitable access to clean indoor air across Canada.

Air Quality

A Look Back on Clean Air Day

In June, the Manitoba Lung Association proudly took part in the **Clean Air Day** celebration at the Norwood Community Centre, hosted by the Green Action Centre.

The event brought together families, students, and community members to learn about the importance of clean air and its direct connection to lung health. At our booth, participants created colourful pinwheels—a fun, hands-on activity that sparked conversations about air quality and breathing well.

Together, we're building momentum toward a future with cleaner air for all Manitobans.



PROGRAM DELIVERY

Manitoba Lung Association
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LUNGtivity™

LUNGtivity™ is a gentle movement program for Manitobans living with lung conditions, such as COPD, Long Covid, Interstitial Lung Disease, Pulmonary Fibrosis, and asthma. The program was developed by The Wellness Institute, the University of Winnipeg, and the Manitoba Fitness Council in consultation with graduates of and practitioners in the Pulmonary Rehab Program.

This program focuses on breath and diaphragm awareness and toning, core work/activation, muscle conditioning/stretching, with body intelligence and education. There may be a mind-body portion for stress relief. The movements are slow, progressive, and corrective, so the patient can be supported in their activities of daily living.

LUNGtivity™ has supported programming and resources to over **150 Manitobans** with lung disease in Winnipeg, Morden, and virtually throughout Manitoba.



A **free toolkit** is being created to download that will allow any community to learn how they can deliver this quality program to those in need, from training to room size to equipment requirements (if available). More details will be shared soon – stay tuned!

This past year, LUNGtivity™ was included and reviewed in a **Provincial Health Leadership Program**. From learning and engaging with senior leaders in Manitoba, developing an understanding of the health-care system and academic environment, and honing critical, creative, and lateral thinking skills, this has provided the necessary tools to take this program to the next step to empower communities to effectively deliver quality programming with the supportive resources.

PROGRAM DELIVERY

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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 registrants.

Lung Transplant Support Group

Meeting virtually monthly with 44 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 their families with ongoing education and support in navigating life with pulmonary fibrosis. A Caregivers Support Group was recently added to offer a safe and support space.

In September 2024, the **4th annual Pulmonary Fibrosis Patient Education Forum** brought together attendees to explore the latest insights into the disease. Topics included emerging research on genetic links, updates on new medications, and resources available to both patients and caregivers.

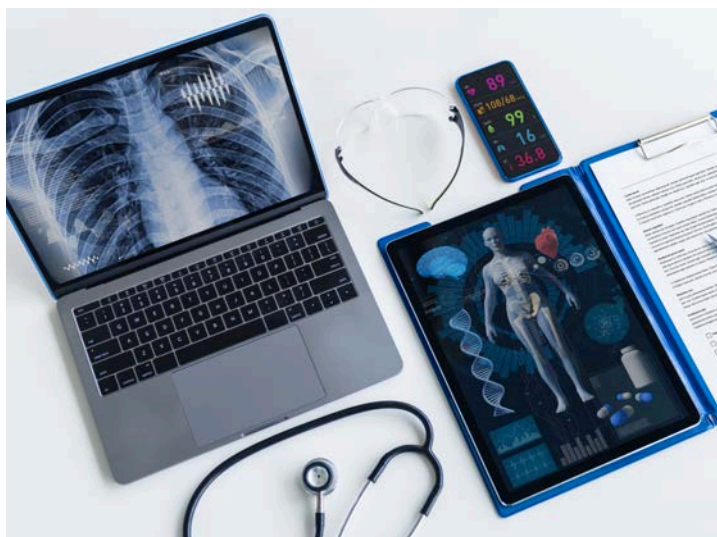


With support from:



Supporting the Next Generation

The Manitoba Lung Association proudly partners with **Research Manitoba** to support emerging lung health researchers through the annual Research Manitoba Trainee Awards.



Three outstanding Master's Studentship Awards were funded to advance innovative lung health research and support evidence-based programs in our province.

We look forward to sharing updates on the groundbreaking contributions these talented students will make toward improving lung health outcomes in Manitoba and beyond.

2024 Award Recipients

Dagem Yilma Chernet

Lung Proteomic Analysis of Patients with Postoperative Respiratory Failure after One-Lung Ventilation Surgery (supported in partnership with Health Sciences Centre Foundation)

McKay Lowry

The Role of EpOMEs and DiHOMEs on the Contractility of Airway Smooth Muscle (supported in partnership with Health Sciences Centre Foundation)

Huda Rajani

Investigating the Role of Semaphorin3E in Asthma-Induced Epithelial-Mesenchymal Transition Using Primary Human Epithelial Cells

RESEARCH

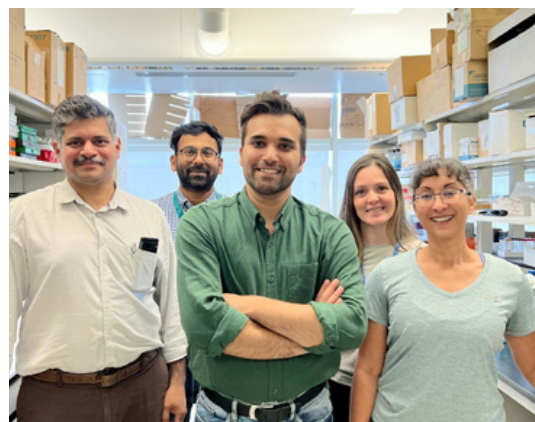
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New Hope for Babies with Lung Disease

The Manitoba Lung Association and Canadian Lung Association supported a PhD student project by **Dr. Saeid Maghsoudi** finished this year.

The research focused on a serious lung condition in newborns called persistent pulmonary hypertension (PPHN), which causes dangerous low oxygen levels

Saeid worked on finding safer, better treatments by targeting an important lung enzyme called Adenylyl Cyclase 6 (AC6).



This enzyme helps deliver oxygen but doesn't work well in babies with PPHN. The project tested new drug options to reactivate AC6 and improve oxygen flow. This work could also help adults with lung diseases like pulmonary hypertension, cystic fibrosis, and asthma.

Elenore Haywood Lung Association Manitoba Convocation Prize



Jimmy Szutu was proudly recognized as the 2024 recipient of the Elenore Haywood Convocation Award, presented to the student with the highest GPA in Clinical Assessment in Respiratory Care. Jimmy also earned the College of Rehabilitation Sciences Medal in Respiratory Therapy for his academic excellence.

Thanks to our generous donors whose support makes this award possible, helping to encourage and celebrate excellence in respiratory care.

Tobacco Lawsuit Settlement

The Manitoba Lung Association continues to advocate for the integration of public health measures into the Manitoba settlement of federal tobacco lawsuits. These measures must prioritize prevention, education, and accessible cessation supports to reduce the health and economic burdens of commercial tobacco and youth vaping in Manitoba.

Working alongside partners—including the Canadian Cancer Society, Heart & Stroke, Pharmacists Manitoba, and the Manitoba Tobacco Reduction Alliance—the Manitoba Lung Association calls on the government to also implement a comprehensive provincial strategy that includes:



- applying a cost recovery fee on tobacco manufacturers,
- expanding access to nicotine replacement therapy through Pharmacare to 24 weeks,
- raising the legal purchase age for tobacco and vaping products to 21.



ADVOCACY

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In the Community

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. Several important topics were shared such as:

- Youth vaping
- Wildfire smoke
- Lung Month
- Vaping tax
- Radon testing



corus.

Global
WINNIPEG

680 CJOB
Winnipeg's News. Today's Talk.

In June 2024, we partnered with Corus Entertainment to showcase Air Quality Health Index segments on Global News Winnipeg and 680 CJOB radio. Through this collaboration, we informed and empowered our community with vital air quality updates.

Seasonal Immunization

The inaugural seasonal immunization campaign—launched in September 2024—aimed to raise awareness about influenza and other respiratory illnesses through the ProtectYourBreath.ca initiative. Vaccines remain a vital part of public health efforts, helping to reduce the risk of severe illness, hospitalizations, and complications from various diseases. The campaign encouraged Manitobans to speak with their physician or pharmacist about seasonal vaccines and how best to protect their lung health.

Supported by:

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In the Community



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.

Partners with MLA: Canadian Cancer Society, Heart & Stroke, Pharmacists Manitoba, MANTRA



Meeting with the **Manitoba Minister of Finance** for introductions, presentation on the purpose of MLA and its current priorities, and its proposal on a new provincial tobacco cost recovery fee.



Introductory presentation of MLA to the **Manitoba respirologists** group to work collaboratively to support their patients through program services, research, and advocacy.



Meeting with **NDP Member of Parliament for Winnipeg Centre** for introductions and current priorities for MLA.



Keynote presentation at the **2024 Physical and Health Education Manitoba (PHE MB) Convention** showcasing the impact of LR4L and the importance of youth vaping prevention.



CELEBRATIONS

Manitoba Lung Association
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Honouring Lung Health Champions

We proudly hosted an in-person reception to celebrate six Manitobans who received the **King Charles III Coronation Medal** for their outstanding contributions to lung health.

These individuals have driven change in respiratory research, patient care, and public advocacy—improving lung health across Manitoba and beyond.



Special recognition goes to Angeline Webb of the Canadian Cancer Society (Alberta) for her longstanding leadership and tireless advocacy in tobacco control and lung health across the Prairie region.

The celebration took place alongside a national virtual ceremony hosted by the Canadian Lung Association, bringing attention to the important role these leaders play in helping Canadians breathe with ease.

Congratulations

***Dr. Allan Becker
Dr. Andrew Halayko
Dr. Neeloffer Mookherjee
Dr. Christopher Pascoe
Debbie Homik
Neil Johnston***



FUND DEVELOPMENT

Manitoba Lung Association
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Growing Support for Lung Health

We saw encouraging growth in community support for lung health across Manitoba:

- **150% increase** in the number of donations
- **43% increase** in the overall value of gifts
- Growing number of donors are choosing to leave a **lasting legacy** through planned giving and estate gifts



New partnerships were built to help sustain and expand programs like the Pulmonary Fibrosis Support Group and the Annual PF Patient Education Forum. These connections strengthen our ability to reach more people living with lung disease—and ensure they have the support and information they need.

Winning Partnership for Manitobans

One Great Lottery was a new initiative that started in 2024 and helped 56 organizations join forces to raise money for important causes in Manitoba. The first-year program raised over **\$4,000 for lung health projects** across the province.



We continue to partner in this program, offering our community and donors a fun and meaningful way to give back—while also getting a chance to win.

It's a true **Manitoba win-win!**

FUND DEVELOPMENT

Manitoba Lung Association
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Tradition of Giving



Thank you to Ninth + May for their donation of design for the 2024 Seals.

The tradition of **Christmas Seals** continued to bring joy to Manitobans during the holiday season.

In 2024 we brought the spirit of Manitoba to the campaign by including images that represent our great province.

70% of donors renewed their support and over 60% kept their donation amount the same or increased their donation despite the unfortunate postal strike.

A Safer Home, A Lasting Legacy

When Mary-Ann and Tim discovered their home had three times the acceptable level of radon—a leading cause of lung cancer after smoking—they were devastated. Mary-Ann, a vibrant wife, mother, grandmother, and retired teacher, has since been diagnosed with terminal cancer. She hadn't been downstairs in their home since the radon high level reading, heartbroken by the possibility that their environment may have contributed to her illness.

Thanks to the **Lungs Matter radon mitigation grant**, Mary-Ann and Tim were able to make their home safe again—a place where their family could gather again. They shared their story to raise awareness and help others protect their health.

Since their home was mitigated, Mary-Ann has passed away, comforted by the knowledge that her home is now safe for her family.



FUND DEVELOPMENT

Manitoba Lung Association
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Honouring Keith Dutiaume's Legacy

The Dutiaume Family Foundation generously donated through their inaugural **Keith Dutiaume Memorial Golf Tournament** and **Giant Jam**. This contribution plays a vital role in supporting lung health initiatives across Manitoba.

We are proud to honour Keith's memory by partnering with the Foundation and look forward to continuing this meaningful collaboration in the years ahead.



Students Baking for Better Breathing

During Respiratory Therapy Week, **students** in the **University of Manitoba's Respiratory Therapy** program organized a successful bake sale in support of the Manitoba Lung Association. Their efforts reflect a deep commitment to lung health and a strong spirit of community involvement.



We're grateful for their generosity and dedication to making a difference for Manitobans living with lung conditions.



ADMINISTRATION

Manitoba Lung Association
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A Fresh Start Online

The fresh, new **mb.lung.ca** is easier to navigate, mobile-friendly, and built to help Manitobans quickly access the lung health information, support programs, and donation tools they need.

The new platform also allows us to better connect with our community. Supporters can now make secure donations directly through our website, and we can manage registrations, send emails, and track engagement—all in one place. This integrated system helps us build stronger relationships and better serve the people who rely on us.

We also added new features to support timely, local information. Our **Manitoba Air Quality** page now includes real-time readings from low-cost commercial-grade air monitors across the province. In addition to official **AQHI** data from Environment Canada for Winnipeg, Brandon, and Flin Flon, visitors can see local readings from many more communities—helping Manitobans make informed choices to protect their lungs.



ADMINISTRATION

Manitoba Lung Association
B R E A T H E

Listening to Manitobans

What We Learned About Lung Health and Awareness

At the end of 2024, Manitoba Lung Association undertook a comprehensive market research initiative to better understand how people perceive our organization, how lung health affects Manitobans, and where we can grow. This research was vital to ensure our work continues to reflect the needs of the communities we serve and to guide MLA's path forward with intention and clarity.

The findings were insightful and energizing. We learned that while **56% of Manitobans recognize MLA** when prompted, very few recall us top-of-mind when thinking about health-related charities—highlighting a key opportunity to strengthen our public presence. We also discovered that **lung health remains a critical concern across the province**, especially among Indigenous communities and youth, who are more likely to be affected by smoking, vaping, and asthma. Importantly, our research reaffirmed the trust our engaged audience places in us—particularly around support groups, smoking cessation programs, and education resources. Many voiced strong support for **more school-based outreach** and **greater advocacy on lung-related policies and care access**.

We heard clearly that MLA is valued most for our role in education and support—but that we must be bolder in advocacy and visibility. These insights are now helping us chart a more focused, community-connected future. By continuing to lead with compassion, clarity, and commitment, **we aim to be the voice for lung health in Manitoba**—one that listens deeply and responds with purpose.

YOUR VOICE. OUR MISSION.

FUNDERS & DONORS

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The work we do 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
Health Canada

Corporate Donors

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Manitoba Hydro
Millcosteel
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Norquay Potatoes
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Sanofi
Senior Scope Newspaper
Stone Axe Industries
Swan Valley Consumers Cooperative
UpHouse
Vermission East Apartment Homes
Virden Lions Club
WGI Westman Group

All names listed gave over \$200 in our 2024/2025 fiscal year. All donor names can be found listed on our website. Please contact us if any typos, errors or omissions are found.

FUNDERS & DONORS

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Non-Profit/Giving Groups

Birtle Donor's Choice
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CanadaHelps.org
Canadian Lung Association
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Chimp: Charitable Impact Foundation
(Canada)
Deloraine & Area Donor's Choice
Elgin & Area Donor's Choice
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Gift Funds Canada
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Hamiota Donor's Choice
Harding, Kenton, Lenore Donor's Choice
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Killarney & Area Donor's Choice
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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)
River East Transcona Educational Assistants
Association
Riverside Quilters
Royal Canadian Legion Ladies Auxilliary
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Starbuck All Charities Inc.
Stony Mountain Local 50026
The City of Winnipeg-Charitable Fund
Treherne & Area Donor's Choice
U of M Respiratory Therapy Students
UCT James B Chrisp Council #448
United Way Winnipeg
Wawanesa & Area Donor's Choice



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Giving Funds

A Son's Tribute to Berdie & Irvin Cohen
Alan and Doreen Thompson Charitable
Foundation

Benjamin and Audrey Doupe Memorial Fund
Dutiaume Family Foundation

Glen and Sharon Torgerson Charitable
Account

Herb and Joyce Burke Fund

J.A.M. Low Family Fund

James Culbert Fund

John & Beverley Schubert

John Rickard Clements Memorial Fund

Karen Meelker, David L. Bowles and Deidre
Beaulieu, Advocating for Manitoba Seniors
Fund

Kay Froese Charitable Organization

Kevin Lindsay Charitable Account

Lynne Jentsch Foundation

MacMillan Family Fund

Misericordia Health Centre Foundation

Molly Hirshburg Research Fund

Muriel Joyce Sinclair Foundation

Paul and Dorothy Platz Trust

Ruth Ann Borenstein Gifting Fund

Small Family Fund

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



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FUNDERS & DONORS

Manitoba Lung Association
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Individual Donors

Anonymous (10)	Lois Cherney	Estate of Eric L. Ekin
Elizabeth Adams	Betty Cimarno	Werner Ens
Dr. Ian Adamson	Shirley K. Clark	Robert Eunson
Allan B. Ahoff	Dr. Juliette Cooper	Gladys Evenson
Linda Arnold	William B. Cooper	Ashleigh Everett
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Marin Brown	Josette Duprat	Gisele and Ron Hannon
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Anita L. Campbell	Helene Dyck	Kelsey Haresign
Shirley W. Carson	Brenda Dyck	Edwina N. Hargot
Bonnie J. Cassidy	Lawrence Dyck	Deborah L. Harri and Darrell
Denise Chale	Judy and Gary Edwards	Bushuk
Rosemary Chapman	Rod Edwards	Harold and Lorena Harri

All names listed gave over \$200 in our 2024/2025 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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Manitoba Lung Association
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FINANCIALS

Manitoba Lung Association
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THE LUNG ASSOCIATION, MANITOBA INC.

Statement of Financial Position

March 31, 2025

	2025			2024
	General Fund	Research Fund	Total	Total
ASSETS				
CURRENT				
Cash	\$ 256,560	\$ 3,742	\$ 260,302	\$ 382,065
Guaranteed investment certificates (Note 3)	838,255	-	838,255	830,000
Accounts receivable (Note 4)	21,013	-	21,013	25,171
Prepaid expenses and supplies	14,158	-	14,158	24,830
	1,129,986	3,742	1,133,728	1,262,066
INVESTMENTS (Note 5)	136,872	765,020	901,892	755,769
EQUIPMENT (Note 6)	29,611	-	29,611	15,816
	\$ 1,296,469	\$ 768,762	\$ 2,065,231	\$ 2,033,651
LIABILITIES AND NET ASSETS				
CURRENT				
Accounts payable and accrued charges (Note 7)	\$ 40,932	\$ -	\$ 40,932	\$ 23,555
Deferred revenue	38,881	-	38,881	42,982
Deferred capital grant (Note 8)	-	-	-	847
	79,813	-	79,813	67,384
NET ASSETS				
Unrestricted	1,216,656	-	1,216,656	1,238,187
Donor designated (Note 10)	-	768,762	768,762	728,080
	1,216,656	768,762	1,985,418	1,966,267
	\$ 1,296,469	\$ 768,762	\$ 2,065,231	\$ 2,033,651

APPROVED BY THE BOARD:

 Director

 Director

2024-2025 Audited Financials are available at mb.lung.ca

BOARD OF DIRECTORS

voLUNGteers

Manitoba Lung Association
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Volunteers play a vital part in our success in helping Manitobans breathe easier. We rely on the expertise, enthusiasm, community connections, and generosity of our voLUNGteers to help us reach our goal. Responsibilities include the Board of Directors and its Committees: Audit & Finance | Health Initiatives & Research | Nominations & Governance

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Manitoba Lung Association
B R E A T H E

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

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

Hailey Coleman CTE - Community Care Coordinator: Driving our health programs with expertise and care.

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

Kirsten Halden CFRE - Senior Manager, Fund Development: Building a culture of philanthropy.

Kayla McPherson - Executive Assistant: Ensuring efficiency, order, and clarity.



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.