

Confidential Reply Form

Name _____

Address _____

City _____

State _____ Zip _____

Home Phone () _____

Business Phone () _____

E-mail _____

- I have already remembered the American Lung Association in my Will.
- Please send me information about making a gift to the American Lung Association through my Will.
- Please send me information about the gifts that pay income for life.
- Please contact me about other gift opportunities to support the American Lung Association.

All requests for information are confidential and do not imply any obligation to make a gift.

Mail this form in the enclosed envelope to:

American Lung Association
61 Broadway, 6th floor
New York, NY 10006
1-800-701-4009 www.lungusa.org
gift.planning@lungusa.org

The purpose of this publication is to provide general gift information. It is not intended as legal or other professional advice.

Beginning our second century, the American Lung Association works to prevent lung disease and promote lung health. Asthma is the leading serious chronic childhood illness. Lung diseases and breathing problems are the primary causes of infant deaths in the United States today. Smoking remains the nation's number one preventable cause of chronic illness. Lung disease death rates continue to increase while other major causes of death have declined.

The American Lung Association has long funded vital research to discover the causes and seek improved treatments for those suffering with lung disease. We are the foremost defender of the Clean Air Act and laws that protect citizens from secondhand smoke. The Lung Association teaches children the dangers of tobacco use and helps teenage and adult smokers overcome addiction. We help children and adults living with lung disease to improve their quality of life. With your generous support, the American Lung Association is "Improving life, one breath at a time."

National Gift Planning Center American Lung Association

61 Broadway, 6th Floor
New York, NY 10006

1-800-701-4009 www.lungusa.org



Improving Life, One Breath at a Time

American Lung Association Emily Bissell Heritage Society



Bequests



Emily Bissell Heritage Society

“Though we take things
as we find them, we can
always leave them better.”

*Emily Bissell, founding leader of what is
today the American Lung Association and
creator of the first Christmas Seal.*

*I*n the late 1800s, tuberculosis (TB) was the most feared disease in the world. Emily Bissell found a creative way, Christmas Seals®, to raise money to “Stamp Out Tuberculosis” that still supports the American Lung Association today.

Thanks to the generosity of friends like you, a cure for TB was found. This groundwork led the American Lung Association to expand its efforts to include all lung diseases. Our mission remains as strong today as it did generations ago, when Emily Bissell began her crusade.

The American Lung Association has funded life-saving research into the causes and treatments for lung disease throughout its long history. Today, we continue to fight for clean air, protection from the deadly effects of tobacco use and finding more effective ways for people of all ages with lung disease to manage their conditions and experience a better quality of life. Together with you, our work now and legacy for the future will be “Improving life, one breath at a time.”

Join the Emily Bissell Heritage Society

You can make a lasting difference by joining the Emily Bissell Heritage Society, a group of dedicated supporters who will leave things better than they found them.

By remembering the American Lung Association in your Will, you keep Emily Bissell’s vision alive by helping those who suffer from lung disease today and stopping the spread of lung disease tomorrow.

Types of Bequest

Specific Bequest. This gift can be a specific dollar amount or asset, such as “I give \$10,000 to the American Lung Association for its general purposes.”

Residuary Bequest. This gift can be all or a percentage of your estate after your expenses are taken care of and gifts to loved ones have been made. For example, “I leave ten percent of the remainder of my estate to the American Lung Association.”

Contingent Bequest. This gift instructs that all or a portion of your estate will go to the American Lung Association only if your other beneficiaries do not survive you.