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## *STRATEGIC PLAN*

*2022-2023*

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# A Letter from the Founders

Change the Air Foundation is a 501(c)(3) nonprofit organization (status pending) founded by a group of mold professionals and survivors who came together to raise awareness about the serious risk water-damaged buildings pose to public health.

The statistics paint an important picture: *We spend more time indoors than ever breathing in air that is potentially bad for our health.*

Here are the facts:

- The National Institute for Occupational Safety and Health (CDC NIOSH) estimates that the average American spends over **90%** of their time indoors.
- A US Environmental Protection Agency (EPA) survey found nearly **50%** of buildings were experiencing ongoing problems with leaks causing water damage.
- The American Lung Association states that the average adult takes **20,000** breaths a day.
- The EPA estimates that concentrations of some pollutants in an indoor environment are often **2 to 5 times** higher than outdoor concentrations.

Now more than ever, people are realizing how the air we breathe can potentially impact our health.

The Founders believe that every person has a right to know that their indoor environments may be affected by mold, bacteria, and other potentially harmful indoor contaminants.

We believe that healthy indoor air is a *basic right*. This crisis not only impacts our health but also causes significant physical, emotional, and financial hardship. What's worse, water damage is not always a visible problem and can be hidden behind walls and in places not often frequented, such as attics and crawl spaces. Many individuals may be suffering from chronic symptoms and have no idea that the culprit behind their degrading health rests within these toxic indoor spaces.

Change the Air Foundation envisions a world free from the harmful impacts of indoor air pollutants.

But we can't do this alone. We need your help so that we can not only change the air, but also change the world. Health begins at home™.

# Our Mission

To empower the world to achieve better health by meaningfully addressing the impact water damage, mold, and other pollutants have on indoor air quality.



# Our Vision

A world free of the harmful effects from indoor air pollutants.



# Our Values

**Integrity.** We empower families with actionable steps to take back control of their environment.

**Families First.** We prioritize the health of individuals and families.

**Research-based practices.** We base our recommendations on research to provide accurate information to help those who need it most.

**Passion.** We are driven to make a lasting change in the lives of those we support.

# Who We Help

The Change the Air Foundation recognizes that we are all in different places in our understanding of the effect that water damage can have on our health and indoor environment.

Whether you're here seeking support for yourself, your family or a loved one, we're here to help guide you through this challenging journey. We promise to work tirelessly to be a dependable resource for healthcare practitioners, public officials, community stakeholders, and individuals who endeavor to learn about the effects that mold, water, and other environmental factors have on their homes and buildings.

## 4 Major Initiatives



**Education:** Raise awareness about the serious risk water-damaged buildings pose to public health, and advocate for the implementation of researched-based best practices to identify and address mold and water damage safely.



**Policy & Advocacy:** Support initiatives to bring about meaningful policy reforms concerning mold and water damage in residential, commercial, and industrial properties at all levels of government.



**Research:** Provide funding for clinical and environmental research related to water damage and environmental toxins, and the roles they play in our overall health.



**Financial Assistance:** Provide needed financial assistance to individuals and families affected by poor indoor air quality.

# Education Action Plan

We at Change the Air Foundation believe that each person is their own best advocate when equipped with reliable and up-to-date research on how to safely address mold, water damage, and other environmental factors that impact their home and health. **We aim to:**

- ❖ Connect people with reliable, accurate, and actionable information;
- ❖ Empower our members to make informed decisions when working with professionals and making choices for themselves and their families; and
- ❖ Build a community of individuals dedicated to raising awareness around the serious risk water-damaged buildings pose to our health and home.

## STRATEGIES:

- Empower 100,000 people by connecting them with reliable, accurate, and actionable information so they can make informed decisions about their health and home.
- Provide 100+ scholarships to classes and training for people in the community on how to identify and address water damage, mold and other indoor environmental contaminants.
- Provide educational materials and support to 1,000 health care practitioners regarding environmentally acquired illnesses.
- Distribute educational materials for the real estate, insurance, and construction industry aimed at buying, selling, insuring, and building healthier homes and buildings.
- Launch an annual event that brings together thought leaders, industry experts, and policy makers to build a movement dedicated to providing effective and proven strategies as well as interventions to create safer indoor air for all.

## TACTICS:

- Utilize weekly social media posts, newsletters, website articles, interviews, and more to provide research-based, easy to understand, and actionable information that walks individuals through identifying, addressing, and preventing indoor health hazards.
- Develop criteria and policies for the distribution of scholarships to MoldFinders Method by We Inspect, “9 Things to Know While Living in Mold” by Dr. Jill Crista, and the Dwell Well Institute by Architect Cheryl Ciecko.
- Create strategic partnerships with policy makers, health care practitioners, researchers, and professionals in the field to create educational materials and a cohesive message about the impacts and solutions to various pollutants associated with indoor environments.

# Policy & Advocacy Action Plan

We at Change the Air Foundation envision a world where people are free of the harmful effects of unsafe indoor air. Our public policy view is based on the understanding that our community, and those we serve, are vital contributors in our democratic society. **We aim to:**

- ❖ Educate leaders at every level of government about the dangers that water damage, mold, and other indoor air pollutants pose to public health;
- ❖ Advocate for updated laws, regulations, and policies within the United States that help ensure the basic right of every person to breathe clean air in *every* home and building; and
- ❖ Empower our members to use their voice in support of meaningful reforms that will better protect all of our communities.

## STRATEGIES:

- Introduce 1-2 new bills annually aimed at safer indoor air in targeted state legislatures.
- Repropose state bills (i.e. FL HB 933 & SB 1394) that did not succeed in initial attempts.
- Begin direct lobbying initiatives with Representatives, Senators, and staff at the federal level.

## TACTICS:

- Identify, educate, and support interested U.S. residents to mobilize grassroots efforts aimed at advocating for state legislation about safer indoor air.
- Build relationships and partnerships with key organizations, professionals, allies, and other community stakeholders who will support initiatives at the local, state, and federal level.



# Research Action Plan

We at Change the Air Foundation support clinical and environmental research that answers important questions and finds solutions to problems created by indoor environmental pollutants. **We aim to:**

- ❖ Create a scientific advisory panel that answers key questions about the effects of indoor environmental pollutants on our health and buildings.
- ❖ Partner with and provide grants to passionate researchers, scientists, medical professionals, and organizations whose research focuses on improving the lives of those impacted by their indoor environment.

## STRATEGIES:

- Recruit and establish a scientific advisory panel by the end of 2023.
- Partner with other researchers, scientists, medical professionals, or organizations to design and fund new research studies.

## TACTICS:

- Foster relationships with key health care practitioners, scientists, and researchers who are dedicated to understanding and treating environmentally acquired illnesses.
- Develop objectives for the scientific advisory panel aimed at funding and evaluating research related to indoor environmental toxins.
- Execute the objectives of the scientific advisory panel.

# Financial Assistance

## *A 2023 Initiative*

We at Change the Air Foundation realize that fixing a home damaged by environmental pollutants is expensive and often not covered by insurance companies. Further, finding appropriate medical treatment typically means paying for doctors and treatment out of your own savings. Whether it's the cost of making your home or body healthy once again, we will explore ways to provide financial assistance for those most in need.

### STRATEGIES:

- Identify meaningful ways to provide financial assistance to those most in need by the end of 2022.
- Targeted distribution of financial assistance by the end 2023.

### TACTICS:

- Develop policies and criteria for distribution of funds.
- Create an application and vetting process for distribution of funds.
- Provide support to individuals during and after distribution of funds.



# Health begins at home™

Join the community!

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