THE AIRWAY REVOLUTION FOUNDATION

Annual Report



2022

Dear Friends,

As we close 2022, we celebrate the growth and development of The Airway Revolution Foundation. This past year had numerous important milestones: we signed a memorandum of understanding with Columbia University, creating a powerful public-private partnership; we increased the number of members on our board and advisory board, helping to expand the level of expertise, outreach, and influence for our organization; we developed board led committees (finance, marketing & communications, and development), and hosted events that have brought together both the community, and our team of revolutionaries. We have continued with our docuseries filming (including two days of filming at Columbia University); we have completed our new Airway Revolution Foundation website, and have begun our grassroots advocacy initiative. The Airway Revolution Foundation is committed to bettering the lives of millions affected by airway disorders. We are grateful to the numerous donors who have generously supported us, and our tremendous board and advisory board who have shared their expertise, time, and financial support. We look forward to next year, as we continue this transformative, revolutionary work together.

Sincerely,

Sydney Avis- Executive Director
Victor Avis- Board President



Board of Directors

AIRWAY REVOLUTION

Victor Avis, DDS- President
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Gina Pritchard, DNP
Joseph Schwartz, MD
Scott Siegel, DDS, MD- Fundraising Co- chairman
Hueldine Webb, MD
Stanley Werb,-Finance Chairman

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Neale Lange, MD
Martha Miqueo, DDS
Reza Movahed, DDS
Lisa Paladino, MS, RN, CNM, IBCLC
Amy Racanello, PhD
Noah Siegel, MD
Jerald Simmons, MD
Damian Slattery

Professional Staff

Sydney Avis- Executive Director
Tara Seagriff- Financial Manager
David Sorkin- Senior Advisor & Consultant
River Souder- Executive Assistant
Gianna D'Ambrose- Social Media Coordinator
Louis Lopez- Medical/ Dental Researcher

Mission

Create awareness and lead an expansive patient advocacy movement that will revolutionize airway disorder research and dental and medical education so that the millions of people struggling with airway disorders can live better lives.

The Airway Revolution Foundation has partnered with Columbia University to transform dental and medical education to ensure that future dentists and physicians are trained to understand risk factors, diagnose, collaborate, and treat airway disorders.

As part of our mission, a documentary series will create awareness, provide education, and inspire action about the global airway disorder epidemic and its impact on disease and our greatest, modern, chronic health issues. The documentary will contribute to our grassroots movement to inform congress of this epidemic, and inspire an allocation of significant research dollars for University and private Airway disorder research.

In addition, the partnership will develop a Columbia University Center of Excellence for airway disorder research and collaborative airway diagnosis and treatment. Finally, an endowment will be established at Columbia Dental Medicine to support airway disorder prevention and treatment for underserved persons.



Battle Plan

Our strategy and tactics to accomplish our mission.



AWARENESS

Create awareness through a compelling documentary series about airway disorders..



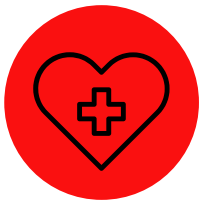
ADVOCACY

Influence congress, private funders, and other foundations to support university based and private airway disorder research.



EDUCATION

Columbia University will develop the first of its kind curriculum on diagnosis and optimal treatment of airway disorders in both the dental and medical schools.



HEALING

Create The Airway Revolution -Columbia University Comprehensive Center for Airway Disorders...led by global leaders in the airway space.



ACCESS

Create an endowment fund for economically disadvantaged people to access preventative care and treatment for airway disorders.

ACCOMPLISHMENTS THROUGH THE YEAR

AIRWAY REVOLUTION

Columbia University

Columbia University

This year, The Airway Revolution Foundation secured a signed memorandum of understanding with Columbia University. Please see a note from Dean Christian Stohler on page 6



Film

Producer and Director, Orly & Ed Wiseman continue filming for the upcoming hit documentary series, *Airway: The Battle to Breathe*. See a note from the team on page 8



Critical Connections Event

The Airway Revolution Foundation presented an educational seminar In Staten Island, NY. Please see page 7



Leadership Meeting

On July 8th, 2022, The Airway Revolution Foundation hosted our first "in person" Leadership Meeting. Please see pages 11-13

COLUMBIA

Dear Friends,

The leadership at the College of Dental Medicine continues to be excited about the working relationship with The Airway Revolution Foundation.

During the first year of collaboration, we gained a deeper understanding of TARF, which allowed us to better define the role of the various parties.

Jointly, we identified that patient advocacy should become a major initiative of TARF. Additionally, we learned that spokespersons who are emotionally linked to the topic should be recruited. What the average person knows about the conditions represented by TARF should become a segment in the documentary in production.

Our first joint meeting with the TARF Board was productive and opened the door for a deeper collaboration between TARF and Columbia University.

We look forward to working together in the coming year.

Sincerely,

Christian Stohler

Christian S. Stohler, DMD, Dr.Med.Dent.
Professor and Dean, College of Dental Medicine
Senior Vice President, CUIMC

OFFICE OF THE DEAN
COLUMBIA UNIVERSITY COLLEGE OF DENTAL MEDICINE
630 W. 168th Street, PH7E-122, New York, NY 10032 Telephone: 212.305-4511



Critical Connections

The Airway Revolution Foundation presented an educational seminar for speech and occupational therapists. Sponsored by the Sensory Studio, and called, Critical Connections: a Multi Disciplinary Collaboration about Airway Disorders, this seminar featured airway disorder experts: Sydney Avis, Dr. Victor Avis, Lisa Paladino, Dr. Steven Park, Dr. Amy Raccanello, and Dr. Scott Siegel.







Top: Lisa Paladino
Middle: Dr. Scott Siegel
Bottom: Dr. Steven Park

MOVING PICTURES

November 1, 2022

We believe the documentary series, *Airway: The Battle to Breathe*, is destined to change millions of lives. It started as a simple story, six years ago in 2016. We began following a young woman's journey to find an answer to her unique health challenges. Sydney was a vibrant 20-year-old that seemed normal and typical, with no outward signs of problems. Yet when the cameras rolled, she described a pervasive exhaustion that was destroying her life.

At first, we thought Sydney Avis' problem might not be physical. The mysterious symptoms she spoke about seemed almost imaginary. Driving home after that first interview, we said, "What have we gotten ourselves into?" Little did we know. This began our own journey documenting Sydney's search for real answers to a very real problem. Our cameras went with her to doctor after doctor, test after test, as she struggled to get an appropriate and complete diagnosis. We soon realized that the global healthcare system was bypassing or inadequately serving patients like Sydney.

Sydney's experience opened our door to a world of challenges and opportunity.

As producers we realized we had an explosive story on our hands. This was no longer a simple story. It was an epic about an epidemic. Too many people were undiagnosed, misdiagnosed, and untreated. We uncovered the vast divide between frontline clinicians and researchers. Most practicing professionals told us that what they knew about airway disorders they learned from a few forward-thinking mentors and their own clinical experiences.

Airway Disorders was not taught in their medical, dental, or professional schools and there was not enough current research to backup what they experienced in their practices. This really needed a Revolution.

In 2023, we expect to wrap up filming by capturing the diversity of the epidemic. No patient is the same. Each person has their own set of symptoms. We expect to capture the depth and breadth of this elusive and complex problem that has evaded the medical establishment for centuries.

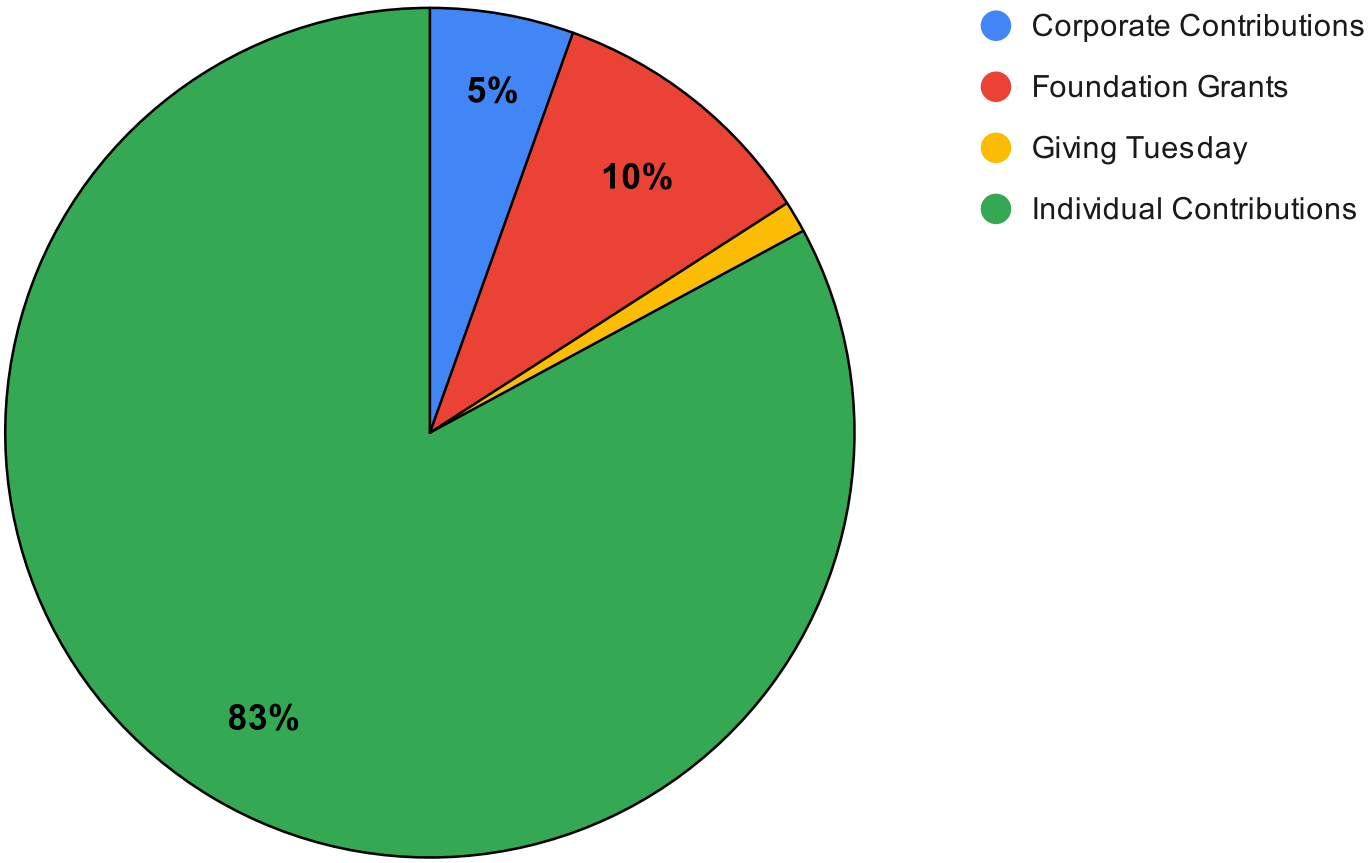
The final documentary series will be shaped in post-production during the second half of 2023 and the early part of 2024. At this time all the material will be in the can, and we can determine the number of episodes and final story arc of the docuseries. We plan to air the series worldwide, with a distribution package that includes outlets like Amazon, Netflix, Hulu, PBS, Discovery, Apple, and others.

Orly & Ed Wiseman

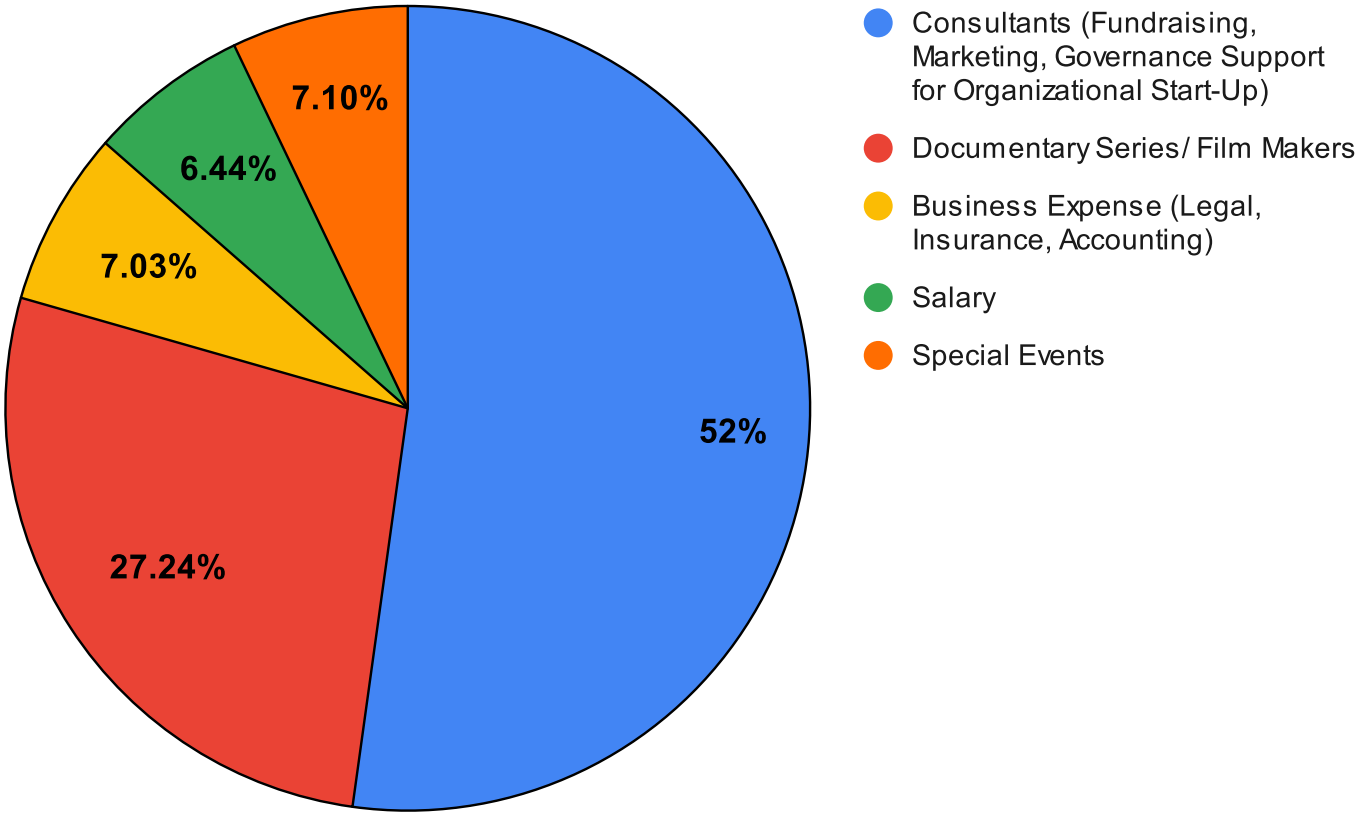
Producers

Financial Outlook
Income

	Year Total	Percentage
Individual Contributions	$303,259.41	83%
Foundation Contributions	$38,200.00	10%
Corporate Contributions	$20,000.00	5%
Giving Tuesday	$4,403.00	1%
Total	$365,862.41	100%



Financial Outlook
Expenses



	Year Total	Percentage
Documentary Series/ Film Makers	$112,755.78	27.2%
Business Expense (Legal, Insurance, Accounting)	$29,091.03	7%
Salary	$26,643.00	6.4%
Consultants (Fundraising, Marketing, Governance support for organizational start up)	$216,075.00	52%
Special Events	$29,374.00	7.1%
Total	$413,938.81	100%

Leadership Meeting

On July 8th, 2022, The Airway Revolution Foundation hosted our first in person Leadership Meeting which brought together our board of directors, advisory board members, The Airway Revolution leadership team, and the Columbia University dental medicine leaders.

At this meeting the attendees met, deepened relationships, and came to better understand the tremendous depth and breadth of the projects that have been initiated. The meeting also helped to define areas where the Foundation needed to develop improved clarity about its mission, operational plan, and marketing/communication strategy and materials.

Finally, the meeting facilitated important connections, heightened the commitment from our board members, and our Columbia University partners, and improved the understanding of responsibilities amongst all constituents.





Leadership Meeting

The meeting kicked off with an emotional and powerful video created by producer, Orly Wiseman and director, Ed Wiseman. Featuring many members from our board, advisory board, and Columbia University administrators and faculty, "the video" set the tone for the impact that the Airway Revolution Foundation's "team" can and will have on the world by improving the lives of millions who suffer with airway disorders.



Sydney Avis, The Airway Revolution Foundation's Executive Director, continued the meeting by sharing her journey as an airway disorder survivor and the "Why" for the Airway Revolution Foundation.





The Day continued with presentations from Dr. Christian Stohler, Dean of Columbia University's School of Dental medicine. He spoke on the uniqueness and wonderful potential of our public-private partnership, the terrific resources of Columbia University with respect to solving challenging healthcare issues and the agility and potential of The Airway Revolution Foundation to create awareness, lead a grassroots advocacy campaign, and spearhead change in the airway-breathing-sleep space.

Linda Levy, a thoughtful airway advocate, spoke about her son's current struggle with an airway disorder. Powerful, insightful, emotional, Linda reminded us why our Foundation's mission is so vitally important.

Unfortunately, the story of her son is one of millions of stories of infants, children, adolescents, and adults who are struggling to find a diagnosis and treatment in order to restore their health and quality of life."

Leadership Meeting

The leadership meeting also included presentations from our two generous corporate sponsors, SleepImage (Bogi Paalsson) and Vatech America (Lou DiFilippo), Airway Revolution Foundation board members, Dr. Gina Pritchard, DNP in preventive cardiology and Dr. Bill Hang, leading airway minded orthodontist. Columbia University was further represented on the podium by Dr. James Fine (senior associate dean for academic affairs), Dr. Sunil Wadhwa (chairman of pediatric and orthodontic dentistry), and Dr. Sydney Eiseg (chairman of oral and maxillofacial surgery).



The meeting concluded with an open circle discussion,which enabled the passionate sharing of perspectives, challenges, and opportunities. The lively and meaningful conversations continued over cocktails and dinner.Thank you to esteemed Columbia University alumnus, Dr. Thomas Magnani, for sponsoring us to host the meeting at the University Club in New York City.







DONOR RECOGNITION

AIRWAY REVOLUTION

The contributions on this list were donated between 2021-2022. It is with sincere gratitude that we acknowledge those whose significant contributions have enabled The Airway Revolution Foundation to grow and progress.

The donors listed are those who donated $500+ before December 5, 2022.

Kim Avis
Victor Avis
Steven Baver
Terry Baver
Bryn Biren
Richard Biren
Lester Blair
Allan Brill
Linda Brill
Michele DeSimone
Jon Gaines
Michael Gelb
Delia Gramprey
John Gustafsson
MaryBeth Gustafsson
Debbie Hang
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Michael Howald
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Linda Levy
John Lunsford
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Gina Pritchard
Tara Seagriff
Joseph Schwartz
Nancy Schwartz
Scott Siegel
SleepImage
The Sensory Studio
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Hueldine Webb
Meredith Werb
Stanley Werb



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