

# Together We Reach New Heights

National Alopecia Areata  
Foundation Annual Report

Fiscal Year Ending December 31, 2014

## *It takes a team*

Climbers working together can ascend more challenging terrain than almost any individual climber alone. Working together allows NAAF to achieve more than we would otherwise even attempt. We have each other's backs and offer a hand when needed. Let's celebrate what we're accomplishing together!



# We are making significant progress in fulfilling NAAF's Mission to...

... support **RESEARCH** to find a cure or acceptable treatment for alopecia areata



## Advance research to clinical trials.

The first **clinical trials are underway** with drugs that are showing promise regrowing hair in people with alopecia areata. The targets for these treatments were rationally selected based on genetic and immunologic research by a team at Columbia University – Drs. Angela Christiano, Julian Mackay-Wiggan and Raphael Clynes.

This work would not have been possible without the \$1.45 million in grants from NAAF since 1980 strategically focused through periodic research summits to: the genetic and immunologic research that pointed us to a smart target; developing a mouse model on which these drugs were tested; and supporting the Registry, Biobank and Clinical Trials Network that provided critical data and well-qualified samples to move this research forward. Twelve grants since 1997 have supported Dr. Christiano directly, including a \$200,000 award in 2014.

“Many of the major breakthroughs in alopecia research today had their origins in NAAF funding to get the projects off the ground. NAAF and the Registry are a driving force in our ability to perform cutting-edge research in alopecia areata.”  
– Dr. Angela Christiano

**NAAF and interdisciplinary research teams working together are making real progress toward a treatment.**

**THANK YOU FOR YOUR SUPPORT!**

There is strength in numbers and the collective generosity of our donors. NAAF friends and supporters donated \$2,109,869 in private support in 2014! See our full list of donors online at [naaf.org/about/financial-information](http://naaf.org/about/financial-information).

... **EDUCATE** the public about alopecia areata



## Engage lawmakers to improve the lives of people with alopecia areata.

For many years we've been working to overcome the difficulty for someone with alopecia areata to get insurance coverage for a cranial prosthetic. But thanks to the heroic efforts of our Legislative Liaisons in 2014 that situation may soon change. Liaisons explained this vexing situation to their congressional representatives both in district offices and on Capitol Hill, which resulted in Representative Jared Huffman (D-CA) authoring the **Cranial Prosthetic Medicaid Coverage Enhancement Act**.

This important legislation seeks to provide a standard, nominal Medicaid coverage benefit for cranial prosthetics when a physician deems this therapy medically necessary. Working hand in hand with NAAF toward the authorship of this potentially life-changing bill, the Legislative Liaisons have taken the alopecia areata community to a new summit in advocacy efforts.

“Visiting Congressman Huffman's office meant a great deal to me and to Abby. We are excited that this bill could make a positive change for all those with alopecia.” – Sarah Chan

## NAAF is offering a hand up to all of those with alopecia areata.

We are grateful for every gift. Your donations, large and small, have the power to transform lives, helping us to lead the way in support, education and research, and demonstrating your belief in the future of NAAF and our quest for a treatment or cure.



... **SUPPORT** those with the disease

## Ensure people with alopecia areata know they are not alone.

Four days of fellowship, learning, support, and lots of fun was experienced by members of the NAAF family who travelled from all points of the United States and six foreign countries to the **29th Annual NAAF International Conference** in San Antonio, Texas. Over a third were VIPs, those enjoying their first conference. Scholarships were provided to 118 individuals and families who could not otherwise afford to attend. All attendees were able to improve their understanding of alopecia areata medically, socially and emotionally. People old and young made new friends and reveled in the experience of being surrounded by people like themselves.

With so much change afoot in 2014, this was an opportunity to learn about the future of NAAF and the community as well. In her debut presentation as NAAF's new President and CEO, Dory Kranz embodied one hand reaching back for what's best in NAAF's tradition of support, education and research and the other outstretched toward our shared aspirations for the future.

As happens each year, conference-goers felt embraced by the NAAF family. Like the support group meetings that are led by volunteers in 146 cities in 13 countries much like mini-conferences, these gatherings have been called “the treatment until we find a treatment.”

“Thank you so much for the scholarship for my mother and me to attend the NAAF Conference! You gave me a chance, a better understanding and some great friends by helping me to attend this conference. I'm forever grateful.” – Samantha Kujawa

**We have each other's backs.**

## REACH AND RELEVANCE

### SUPPORT (Support those with the disease)

From the Office...	In the Community...	At the Conference...	Online...
Over 4,000 Inquiries answered	Over 3,000 Information packets sent	102 Volunteer-led support groups	1.3 Mil Website hits
118 Ascot Fund grants for cranial prosthetics totaling \$43,575	408 Meetings 55 Telephone Support Contacts	622 Attendees 118 Scholarship recipients 190 Kids & Teens	

### AWARENESS & ADVOCACY (Educate the public about alopecia areata)

136 Legislative Liaisons new in 2014	106 Volunteer-led events in states touching thousands of lives
31 Meetings with legislators	68 Mentions on news and publicity outlets around the world creating 717 Million media impressions

### RESEARCH (Support research to find a cure or acceptable treatment)

7 Grants awarded to researchers after merit review by patient representatives as well as scientists.

Fund the Alopecia Areata Registry, Biobank and Clinical Trials Network.

\$307,538 in grant awards expended. \$440,000 committed.

2-Day Research Summit to set strategic direction with 90 participants representing 35 academic institutions, five NIH Institutes and Centers, patient advocates and people living with alopecia areata.

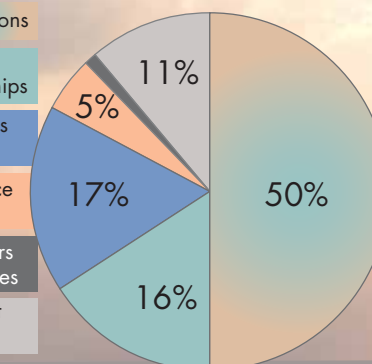
(For summit report with summary and action items, see [naaf.org/advance-research/research-summits](http://naaf.org/advance-research/research-summits))

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Complete audited financial statements are available on the website at [naaf.org](http://naaf.org) or by mail from the San Rafael office.

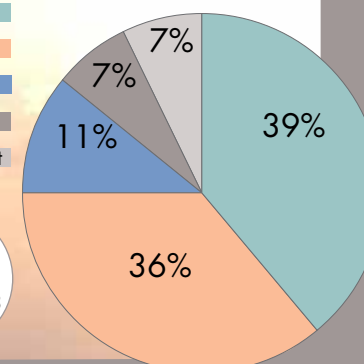
Revenue - Total \$2,086,947\*

Contributions  
Grants & Sponsorships  
Awareness Events  
Conference Gross  
Newsletters & Brochures  
Investment Income



Expenses - Total \$2,167,137

Research  
Support  
Education  
Fundraising  
Management



Ending Net Assets: \$4,131,743

\*Revenue chart revised 9/12/15 to include restricted donations.



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### Businesses

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Anthony M Baldino Custom Homes,  
Thomaston, CT  
Allusions, Cincinnati, OH  
Atlantis Cleaning Company,  
Newport Beach, CA  
Booz, Allen, Hamilton, Inc., Herndon, VA  
Bowl South of Louisiana, Inc., Hourma, LA  
Brookville Animal Hospital, Glen Head, NY  
Brandywine Smyrna, Inc., Smyrna, DE  
California Lace Wigs, San Jacinto, CA  
Canfield Scientific, Inc., Fairfield, NJ  
Canton Discount Drugs, Canton, MS  
CorePower Yoga & Spa, Edina, MN  
DermMatch, Nokomis, FL  
Dr. Christine Aloï – Family Dentist,  
Walkersville, MD  
Dynamic Automotive, Frederick, MD  
Emmitsburg Veterinary Hospital,  
Emmitsburg, MD  
Follea Wigs, Beverly Hills, CA  
Fuller Hair, Inc., Langdon, NH  
Great Lakes Dermatology, Racine, WI  
Greenwich Insulation, West Greenwich, RI  
Interclipse, Hanover, MD  
JAH Creations, Teaneck, NJ  
Jackson National Asset Management,  
Chicago, IL  
Law office of Lucinda Lee,  
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MC 2 Enterprises, Go Physical Therapy,  
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Miami Heat, Miami, FL  
Mississippi Discount Drugs, Canton, MS  
Navigant Consulting-Lending a Hand,  
Chicago, IL  
Organizers Direct, LLC, Scottsdale, AZ  
Patterson Fan Company, Blythewood, SC  
Precision Door Services,

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Primp Hair Salon, Wayzata, MN  
Pura Vida Bracelets, La Jolla, CA  
RP Builders Group, New York, NY  
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South Side Tire & Auto, Frederick, MD  
Stamp Me Fabulous, Huntington Beach, CA  
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The Cleaning Authority, Woodbine, MD  
United Health Group, Tacoma, WA  
Waking Dreams Designs, Inc./Turban Diva,  
Folsom, CA  
William Street Foot Care, New York, NY  
Wynner Group/Volluma, Heidelberg,  
ON Canada  
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### Foundations and Organizations

Devon Elementary School, Devon, PA  
George Guffey Elementary School.  
Fenton, MO  
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Guymon Public School Student Council,  
Guymon, OK  
Holy Spirit Regional Catholic School,  
Huntsville, AL  
Lexington Elementary PTO, Alliance, OH  
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Prussia, PA  
Marlins Foundation, Charles Sano, Miami, FL  
Honey Bees Homemakers Club, Evansville. IN  
Marlins Foundation, Miami, FL  
Rebel Golf League, Grafton, OH  
Rhea Tabak Living Trust, Burlingame, CA  
Rivers & Revolutions at Concord High  
School, Concord, MA  
San Francisco Support Group,  
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NAAF is governed by a volunteer Board of Directors and advised by two Research Advisory Councils comprised of leading experts in alopecia areata research and treatment. NAAF demonstrates excellence in governance, accountability and transparency by earning the highest rating on the following industry standards: the National Health Council Standards of Excellence; and the Better Business Bureau – Wise Giving Alliance Standards for Charity Accountability.

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These stories of achievement are just a taste of what has been accomplished through teamwork in this year of leadership transition and organizational development. We have and will continue to honor our traditions of excellence—to strengthen and build upon what is best about NAAF and most valued by the community—as we improve efficiencies and embark on new opportunities. We encourage you to learn more about NAAF and what we are accomplishing together by visiting [naaf.org](http://naaf.org)

On this journey of discovery and ambition, NAAF and the alopecia areata community will continue to be there for each other, united and steadfast on a course to relieve the suffering and one day see an end to this autoimmune skin disease that results in hair loss and emotional pain. With your support and participation, the bonds we have forged over the last three decades will only strengthen as we move toward our shared goals and aspirations.

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