NAAF supports research to find a cure or acceptable treatment for alopecia areata, supports those with the disease, and educates the public about alopecia areata.
The wind is in our sails!

In 2015 the National Alopecia Areata Foundation and the alopecia areata community continued to steer a course leading us ever more swiftly toward alleviating suffering through support, education and advocacy for change, and accelerated treatment development.

The stories and images we share in these pages offer a few examples of the progress made through a full and eventful year when so many people in our community took action to guide their own destiny, thereby helping to guide the destiny of millions.

These successes build on a three-and-a-half decade journey in which we’ve remained committed to wise stewardship of resources, sound fiscal and program management, and the empowerment of inspiring individuals like you who comprise our community.

Together in 2015, with NAAF’s hand firmly on the wheel and our eye on the guiding star that is our vision, the alopecia areata community journeyed closer to our shared destiny: a world where hair loss and the emotional pain that often accompanies this autoimmune skin disease are a thing of the past.

We thank you for all that you did to make 2015 such a successful year.

To reach our destined goal, we depend on your continued support and involvement. We invite you to come on board and deepen your participation to hasten our shared progress at this exciting time.

Maureen McGettigan
Chair, Board of Directors

Dory Kranz
President and Chief Executive Officer
SeeUs Campaign Raises Awareness and Supports Living Empowered Lives

In 2015, NAAF launched the SeeUs Campaign with an initial six-week challenge: we invited you to participate by joining a photo shoot, making a video, raising funds and raising awareness.

The campaign launched with voiceover actress and beYouLoveLife.com co-founder Ali Lambert Voron’s PSA, Beautiful in My Eyes, which received over 1 million views on Upworthy. Three photo shoots were held in Boston, New York, and Seattle, with the top photo receiving 33,700 Facebook views and 2,650 likes. We thank you all so much for showing up, for letting us see you, for being part of the effort to raise awareness and funds, and for increasing understanding of alopecia areata by calling attention to the shared challenges and triumphs of living with autoimmune disease, skin disease, hair loss and the emotional pain that often accompanies living with difference. We know these efforts are helping others each day, such as the mom who commented:

“As a mother of a 5 year old daughter with alopecia, it is so great to see all these beautiful, brave, bold, bald women as role models for her. Thank you for sharing.”

The SeeUs Campaign will continue—and we invite you to find inspiration through the efforts of these and other wonderful SeeUs participants as we grow!
## Reach & Relevance
Supporting those with alopecia areata

<table>
<thead>
<tr>
<th>IN THE COMMUNITY</th>
<th>FROM THE OFFICE</th>
<th>AT THE CONFERENCE</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 Volunteerr-</td>
<td>Over 4,220</td>
<td>Over 680</td>
<td>764,756</td>
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<tr>
<td>Led Support</td>
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<td>2,360 Info Packets Sent</td>
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<td>144 Meetings</td>
<td>103 Ascot Fund Grants Awarded</td>
<td>55 Children and Teens</td>
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<td>61 Telephone Support Contacts</td>
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NAAFs Legislative Liaisons Work toward Insurance Coverage for Wigs

“The Legislative Liaison program has empowered not only me but my 6-year-old daughter who has alopecia areata and accompanied me on my very first meeting with Congressman Frank LoBiondo. We were there to ask his support of the Cranial Prosthetic Medicaid Coverage Enhancement Act. I feel that this was a positive step toward getting this bill signed into law, which will mean a brighter future for all of those it will help. NAAF empowered both my young daughter and me to make that ask, to take charge of our destiny, and they’re empowering many others like us to do the same.” LAUREN ONLEY
159 LEGISLATIVE LIAISONS

85 VOLUNTEER-LED EVENTS IN 25 STATES, INCLUDING 23 NEW EVENTS, TOUCHING THOUSANDS OF LIVES

42 MEETINGS WITH LEGISLATORS

30 MENTIONS IN NEWS AND PUBLICITY OUTLETS AROUND THE WORLD CREATING 350 MILLION MEDIA IMPRESSIONS

Awareness & Advocacy

Educating the public about alopecia areata

Thanks to the tireless efforts of NAAF’s Legislative Liaisons:

- Representative Jared Huffman (D-CA) authored the Cranial Prosthetic Medicaid Coverage Enhancement Act which would provide a Medicaid benefit to help pay for cranial prosthetics for people with medical-related hair loss, including alopecia areata.

- Alopecia areata was selected for a highly-coveted FDA Patient-Focused Drug Development Initiative meeting set to take place in FY2016–2017. This process began in 2012 when alopecia areata was selected as 1 of 39 out of 12,000 diseases to be considered for a meeting. When the patient community informs regulatory decision making, it usually creates a more preferential benefit-risk assessment. This allows us to influence decision making at this critical time that may lead to safe and effective treatments tailored to the specific needs of the patients.
Patient-Merit Reviewers Ensure Research Grants are Meaningful to Patients

“For the past two years, I have had the pleasure of chairing the scientific review committee for NAAF’s research awards program. One of the most exciting aspects of the review process has been the involvement of alopecia areata patients or their caregivers as grant reviewers. The opinions and ratings of the patients and caregivers are given equal weight to those of the scientists.

Since patients with alopecia areata and those who care for them are the only ones who truly understand what it means to live with this disease, they are in the best position to judge whether the goal of the research is ultimately meaningful to patients. Patients are able to bring real-life experiences into the discussion. Their voices are critical.”  DR. WILSON LIAO
**Treatment Development**

Supporting research to find a cure or acceptable treatment

- **7 GRANTS AWARDED TO RESEARCHERS FOR BASIC, TRANSLATIONAL, AND CLINICAL RESEARCH PROJECTS IN ALOPECIA AREATA**
- **$400,000 IN GRANT AWARDS EXPENDED, AND $1.3 MILLION COMMITTED**
- **4 TRAVEL GRANTS AWARDED TO SUPPORT YOUNG INVESTIGATORS**
- **ALOPECIA AREATA REGISTRY, BIOBANK & CLINICAL TRIALS NETWORK GREW BY 295 PARTICIPANTS**

- Welcomed Natasha Mesinkovska, MD, PhD, as NAAF’s Chief Scientific Officer
- Cultivated collaborative relationships with 8 biopharmaceutical companies
- Convened industry-sponsored Patient Focus Group to bring the patient perspective into the treatment development process
- Administered industry-sponsored Quality of Life Survey to further assess burden of disease
- Journal of Investigative Dermatology Symposium Proceedings published reports from the 2014 Alopecia Areata Research Summit
- Drove Registry longevity planning for the next phase of growth and accessibility

LVED & INVESTED
Health and Research Ambassadors Build Bridges of Communication between Patients, Researchers and Clinicians

NAAF’s new Health and Research Ambassadors (HARA) Program seeks to engage, inspire, and equip a new cadre of patient stakeholders to collect and share insights into research questions and outcomes that are meaningful to patients and their families. Modeled on the Legislative Liaisons program, we are recruiting people who have personal experience living with alopecia areata and also have professional ties to the fields of research, medicine or psychology (such as graduate students in these fields) or a strong interest in these areas of study.

The HARA pilot program was led by medical student, support group leader, and NAAF patient-partner Angela Rodgers, and focused on the mental health component of alopecia areata and the importance of bringing this awareness to dermatologists.

The primary objectives of the HARA Program are to (1) build bridges of understanding between patients and the researchers and clinicians who conduct research and deliver treatments to the community; (2) identify research questions and desired research outcomes that are meaningful to our patient community; (3) engender a meaningful and ongoing dialogue that directs research and treatment efforts increasingly toward end results that are most desired by patients; 4) empower patient partners to be active participants in the research process and community leaders.
Community Spotlight!

Robert Hammond, “The Triple Threat” engaged in Support, Advocacy and Development

“I was diagnosed with alopecia areata when I was 6 years old. I had not been involved with NAAF previously. In fact, I had never met with anyone that had alopecia areata. I am now 68 years old.

Last year, I received a year-end fundraising appeal for NAAF written by long-time NAAF Champion Alan Pallie, an original NAAF board member and host of the first NAAF Conference. I was so inspired by his words that, while in California for my son’s wedding, my wife and I stopped by the NAAF offices in San Rafael, California, and made a year-end gift.

In just 12 short months, I have become an active participant and supporter of NAAF. I attended my first NAAF Conference in June, joined the Michigan Support Group, and am a Legislative Liaison.

Little did I know that becoming part of the NAAF family would feel so good! I can honestly say that no matter your age or where you are in your journey with alopecia areata, NAAF can offer you invaluable support. I am so grateful to the original founders of NAAF and all of you for making this community such a strong and gracious one.”

2015 Financial Highlights

There is strength in numbers and we are grateful for the collective generosity of our supporters. See our full list of donors online at naaf.org/about/financial-information.

<table>
<thead>
<tr>
<th>TOTAL OPERATING REVENUES</th>
<th>TOTAL OPERATING EXPENSES</th>
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<tbody>
<tr>
<td>$1,623,824</td>
<td>$2,181,342</td>
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</table>

- Contributions 48%
- Grants & Sponsorships 17%
- Awareness & Fundraising Events 16%
- Publications & Community Services 3%
- Conference Registration 7%
- Interest & Dividends 9%
- Research 39%
- Support 32%
- Education 14%
- Fundraising 9%
- Management 6%

ENDING NET ASSETS $3,400,510

The complete audited financial statements are available on the website at naaf.org or by mail from the San Rafael office.
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