2025

annual report

National
Alopecia Areata
Foundation®

Dear Friends,

You made 2025 a year of progress, visibility, and connection for the alopecia areata community — thank you! Because of your support, more people found trusted resources. More families found connections. More researchers explored promising ideas. And more people living with alopecia areata saw their experiences reflected in national conversations about treatment, awareness, and support.

Together with National Alopecia Areata Foundation®, your generosity helped advance research, expand support, and strengthen a community that refuses to let anyone face this disease alone.

A third FDA-approved treatment for adults with severe alopecia areata became commercially available. In addition, two investigational treatments for severe disease received FDA Fast Track designation, which helps accelerate the drug development and review process.

NAAF's grants program continued to expand with increased award amounts to better support investigators. NAAF received a record number of applications, driving competition and innovation and demonstrating the research community's deep commitment to improving understanding of this autoimmune disease.

As the FDA-approved treatment landscape expanded, NAAF recognized the need to provide educational support for individuals interested in treatments. The Treatment & Insurance Navigation Toolkit launched, providing a comprehensive overview of current treatments, information on working with healthcare providers, and navigating insurance coverage and treatment access. The webpages featuring the modules have received some of the top views and downloads on naaf.org.

Alopecia areata also took center stage in national dermatology conversations. At the 2025 American Academy of Dermatology (AAD) Annual Meeting, alopecia areata was prominently featured through more than 12 educational sessions, 46 research posters, and a pre-conference symposium dedicated to understanding the connections between alopecia areata and atopic dermatitis (eczema).

Alopecia areata gained visibility in mainstream media and culture. Miss Nevada USA Mary Sickler competed in the Miss USA Pageant in a jeweled headpiece in place of her wig. Anthony Carrigan, star of *Superman*, spoke openly about living with alopecia areata during his press tour. Molly Tuttle, Grammy-winning singer, songwriter, and guitarist, released her Grammy-nominated album featuring a photo of her without a wig. These moments helped bring alopecia areata into public view in ways that challenge stigma and expand understanding.

Here are even more ways your support helped NAAF reach new levels of community connection, research advancement, and national awareness this year:

- 1 million visits to naaf.org for resources and community
- 84,000 *You Are Not Alone* Webinar views reached
- 670+ attendees hosted at the 40th Annual NAAF Conference
- 2,300 volunteers signed up to be NAAF grassroots advocates
- 4,500 community members united for the Walk For Alopecia®
- $1.36M raised for research and life-changing support through the Walk

As NAAF completed its three-year strategic plan, 2025 marked both a culmination of important progress and a foundation for the work ahead. Even with this momentum, our work is far from finished — and this community is not slowing down.

You are signing up to be advocates in record numbers, standing up to serve as Support Group Leaders in new cities, joining the Walk For Alopecia movement in over 100 communities nationwide, and sharing NAAF's resources with those who need them most.

We are deeply grateful for the way this community continues to show up — for research, for one another, for every person who deserves to know they are not alone. Thank you for making 2025 a year of progress, visibility, and connection.

Tyrone Folliard-Olson, JD
Board Chair

Laura Maciag
Chief Operating Officer & Interim CEO

Armani Latimer, Retired Dallas Cowboys Cheerleader, shares her story at the 40th Annual NAAF Conference.

Board Chair Tyrone Folliard-Olson and COO & Interim CEO Laura Maciag with staff and volunteers at the 40th Annual NAAF Conference

Advocacy volunteers share NAAF's legislative priorities and encourage their community to take action.

Participants at the newly added Walk For Alopecia Flagship Site in Philadelphia.

2025 Board of Directors

Ann Hollins, MBA
CHAIR

Tyrone Folliard-Olson, JD
VICE CHAIR, GOVERNANCE CHAIR

Jim O'Connell
CHIEF FINANCIAL OFFICER

Bonnie Chong, JD
AUDIT CHAIR

Maureen McGettigan, MBA,
SECRETARY

Shawn Borisoff

Shamsha Damani, MBA, MSLS

Lisa Bard Levine, MD, MBA

David Granson, MBA

Brett King, MD, PhD

Jonelle Massey, LPC, MA, NBCC

Ruth Rama-Witt

Simon Rubenstein

Ron Saca

Nicole Friedland, President & CEO

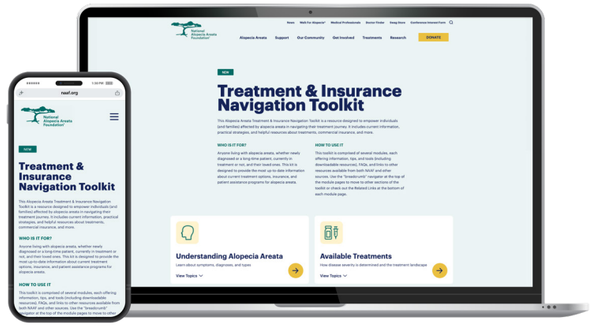
NAAF is grateful to the leadership of Ann Hollins, who served as Board Chair from 2020 to 2025, and Nicole Friedland, President & CEO, who announced her 2025 retirement.

National Alopecia Areata Foundation®

Support Programs & Resources

"The conference and children's camp offer something you cannot replicate anywhere else. It is not just an event, it is a safe space where your child can build confidence, friendships and a sense of belonging, as parents you gain education, support, and connection with others who truly understand the emotional and practical aspects of this journey. It is healing for the entire family."

Treatment and Insurance Navigation Toolkit Launches



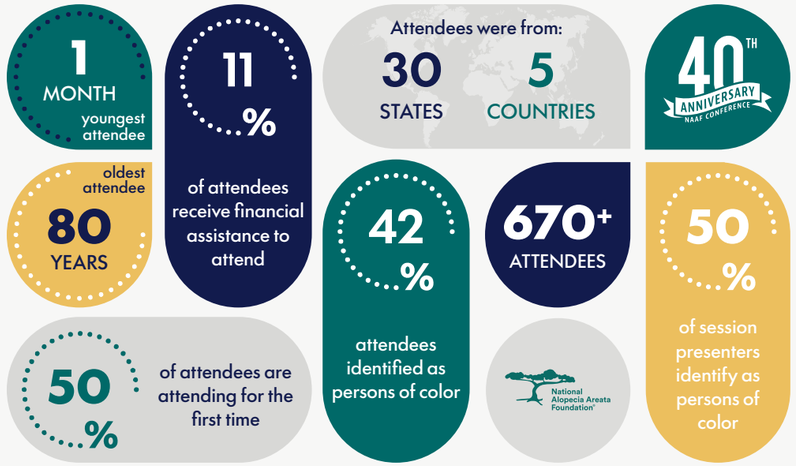
NAAF launched the Treatment & Insurance Navigation Toolkit, a multimedia online resource for individuals with alopecia areata and their caregivers.

This toolkit provides current information, practical strategies, and helpful resources about treatments, commercial insurance, and more. It offers users several modules, each offering tips, tools, downloadable resources, and FAQs.

Advancements in alopecia areata research have enabled NAAF to include current detailed information in the Available Treatments and Expectations for JAK Inhibitor Treatments modules which answers frequently asked questions and includes additional helpful content through video clips from NAAF's *You Are Not Alone* Webinar Series. In 2025, Available Treatments was the most visited webpage on NAAF's website after the homepage.

The 40th Annual NAAF Conference Inspired Us All

More than 670 community members gathered in Chicago, Illinois, ready to support and uplift each other to live their best lives with alopecia areata.



Thank You to Our 40th Annual NAAF Conference Sponsors:

Platinum Sponsors
Lilly • Pfizer

Gold Sponsors
AbbVie • Sun Pharma

Bronze Sponsors
Aquestive Therapeutics
Q32 Bio • Sanofi

Thank You to Our Children's Camp Supporters:

RBC Foundation USA

The Laffey-McHugh Foundation

Mental Health Advisory Council Launched

To highlight NAAF's commitment to addressing the mental health impact of alopecia areata, we established a Mental Health Advisory Council comprised of mental health professionals. The advisory council collaborates with NAAF staff to increase and enhance mental health resources available to the alopecia areata community and highlight the psychosocial impact of alopecia areata.

Support Groups

In 2025, there are more than 30 active NAAF Support Groups across the country, including in two new locations, led by trained volunteer leaders who provide a blend of in-person meetups and online support.

Male Support Group Leaders increased by 40% to support men and young boys navigate the emotional, physical, and social challenges of their disease with greater confidence.

You Are Not Alone Webinar Series

NAAF's *You Are Not Alone*: Education and Empowerment Webinar Series continues to be one of the most respected resources for the alopecia areata community because of its trusted and expert-driven content. Webinars held in 2025 surpassed 10,000 views. Two webinars emerged as especially valuable for their in-depth insight into the next level of advancement in treatments, what patients can expect when taking treatments, and how they can navigate insurance and access to care.

By providing expert insights and practical guidance, these webinars empower our community to make informed decisions about their treatment journey.

Thank you to Pfizer, Lilly, and Sun Pharma for supporting this program.

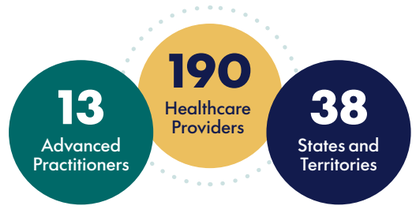
1 ***Expectations of JAK inhibitor treatment of alopecia areata***
with Brett King, MD, PhD

2 ***Unlocking access: Understanding insurance & patient assistance programs for alopecia areata treatment***
with Dr. Jennifer Fu, Maecy Torres, & Janelle Ball

NAAF's Doctor Finder

Finding a healthcare provider who is familiar with current treatment options for alopecia areata can be overwhelming. NAAF's Doctor Finder provides contact information for board-certified dermatologists, as well as dermatology nurse practitioners and physician assistants with experience in diagnosing and treating alopecia areata.

In 2025, NAAF'S Doctor Finder grew by 38% to



Thank you to Lilly and Sun Pharma for supporting this program.

National Alopecia Areata Foundation®

Advocacy

"Watching my daughter, Sabine, face her alopecia areata with incredible strength gave me the spark I needed. It inspired me to speak up and to also help others find courage to tell their own stories. A huge heartfelt thank you to our NAAF advocates — your story has the power to improve the lives of those living with this life-altering autoimmune disease."

— Monica Kim, National Advocacy Volunteer Leader

The more of us who act, the louder our voices become.

In 2025, NAAF launched our new grassroots advocacy program to bring the needs and perspectives of the alopecia areata community to legislators and government decision makers. NAAF is investing our resources in targeted priorities that will have the biggest impact on improving the lives of those living with this autoimmune disease.

NAAF's Legislative Priorities

Together with our grassroots advocacy volunteers, we are actively shaping the policy conversation on alopecia areata; establishing our credibility as the leading voice on alopecia areata policy; and strategically positioning NAAF as a trusted partner.

- Increased federal funding for alopecia areata research
- Improved access to treatments
- Insurance coverage for cranial prostheses (medical wigs)

As part of these efforts, NAAF:

- Engaged 2,300 individuals in NAAF's grassroots advocacy network
- Appointed NAAF's first volunteer advocacy leadership team, including National Advocacy Leader, National Advocacy Ambassador, and Teen Advocacy Fellows Program Coordinator
- Developed grassroots advocacy volunteer structure with Advocacy Community Leadership Team and State Leaders
- Founded the Teen Advocacy Fellows (TAF) Program
- Invested in a dedicated full-time resource to lead our priorities in Washington, D.C.

Abby TerHaar, Volunteer Teen Advocacy Fellows Program Coordinator (left) and Bailey Witt, NAAF Advocate (right), join Julie Wallace, PhD, Senior Director, Government Affairs & Advocacy, at the Walk For Alopecia to engage the community to grow NAAF's advocacy network.

Research & Education

The Voice of the Community

VOICES-AA Survey

To further our role as the data-driven authority on the patient lived experience, NAAF launched the Values, Outcomes, and Insights from Community Experiences [VOICES-AA] Survey. This annual study will advance understanding of the real-world experiences of individuals living with alopecia areata and their family members. The results will contribute to the scientific evidence on the impact of alopecia areata on quality of life and mental health, treatment and healthcare utilization, and patient preferences for managing this chronic, autoimmune disease, through presentations at scientific conferences and in peer-reviewed publications.

NAAF Releases Statement on Non-Medical Switching

Some alopecia areata community members taking FDA-approved JAK inhibitors have shared that they have been forced by insurers to switch to a different JAK inhibitor treatment. This is referred to as "non-medical switching." NAAF and its Scientific and Medical Advisory Task Force firmly oppose the practice of non-medical switching and believe that treatment choices are best determined by shared decision-making between the patient and their prescribing healthcare provider. As the voice of the alopecia areata community, NAAF released a position statement in 2025 opposing non-medical switching to help individuals appealing to their insurer to remain on the treatment prescribed by their healthcare provider.

Scan to read NAAF's statement on non-medical switching and find insurance appeal resources.

Advancing Research

NAAF awarded over $340,000 in research grants in 2025 to fund investigations aimed at advancing understanding of the underlying mechanisms of alopecia areata, identifying new therapeutic targets, illuminating the biological, psychosocial, and economic impacts of the disease, and accelerating progress toward additional treatments and a cure. The 262% increase in applications received in 2025 highlights the growing scientific and medical interest in developing new treatments for alopecia areata, as well as increasing recognition of the disease's life-altering impact.

Grants Awarded in 2025

2025 Early Career Awards

Poppy Gould, PhD, NYU Grossman School of Medicine; Project Title: Constructing an Epigenetic Map of Hair Growth Waxing and Waning in Alopecia Areata.

Otgonzaya (Zaya) Ayush, MD, PhD, University of Iowa; Project Title: Integrated Single Cell and Spatial Transcriptomic Analysis of Hair Cycle and Alopecia Areata Pathogenesis in Murine and Human

Research Grants

Ilka Netravali, MD, PhD, Stanford School of Medicine; Project Title: Transcriptomic Profiling of Plucked Hair Follicles in Pediatric Alopecia Areata: Linking Molecular and Clinical Outcomes

Joel Sunshine, MD, PhD, Johns Hopkins School of Medicine; Project Title: 3D Histologic Reconstruction and Spatial Transcriptomic Mapping of Alopecia Areata

2025 Pediatric AA Challenge Grant in Partnership with PeDRA

Leslie Castelo-Soccio, MD, PhD, Children's National Hospital; Project Title: SPARC AA Spatial Patterning Analysis and Relapse in Children with Alopecia Areata

2025 Student Internship Awards

Matt Akiska, MD/MPH candidate, The George Washington University School of Medicine & Health Sciences
Aaliyah Bourne, MD candidate, Florida State University College of Medicine
Delaney Ding, MD/PhD candidate, University of Florida
Ziad Eltabakh, Undergraduate student, Adelphi University
Megan Lau, MD candidate, NYU Grossman School of Medicine
Vrinda Madan, MD candidate, Johns Hopkins University School of Medicine
Aubrey Martin, MD candidate, Lahey Health Medical Center
Mounika Vattigunta, MD/MBA candidate, University of Miami Miller School of Medicine

Industry Partner Program

NAAF is grateful to the following members of the Industry Partner Program (IPP) whose support benefits alopecia areata programming and research.

The IPP drives efficiency and improves research by connecting biotech and pharmaceutical companies with the alopecia areata community to advance understanding of the patient-lived experience and accelerate discovery.

In 2025, NAAF introduced the Discovery level of IPP membership to support small companies and start-ups entering the alopecia areata space with a seat at the table and access to the patient community.

Diamond Partner
Pfizer

Platinum Partner
Sun Pharma

Gold Partner
Lilly

Silver Partner
AbbVie

Bronze Partners
Legacy Healthcare
Sanofi

Discovery
Nektar Therapeutics

WALK FOR ALOPECIA

National Alopecia Areata Foundation®

The Walk For Alopecia® Presented by Pfizer on Saturday, September 27, 2025, was the grand finale of Alopecia Areata Awareness Month, and, once again, the alopecia areata community made it one to remember and worth celebrating.

2
FLAGSHIP SITES
Philadelphia NEW! & San Francisco

4,500
REGISTERED WALKERS

100
Communities

403
REGISTERED TEAMS

320M
MEDIA USERS REACHED

featured in
20
NEWSCASTS IN MAJOR MARKETS

$1.36M
RAISED

42%
INCREASE

Funds raised through the Walk For Alopecia help increase NAAF's mission impact to drive research, support the community, and educate the public about alopecia areata.

Thank you to everyone who stepped up to shine the brightest light on alopecia areata, raised funds, and showed the world that it's not just hair!

More Than A Walk

Participants shared how the Walk created connection, inspired hope, and reminded them they are part of a supportive community.

"The camaraderie, the kindness, the speakers, the friendliness, and most of all, the shared purpose of being part of a cause. **We didn't feel alone."**

"Raising community awareness and advocacy to support individuals and families living with alopecia. **The entire day there was laughter, smiles, and even tears!**"

"**I didn't feel alone.** I have alopecia and I felt so empowered walking with others who are going through the same thing."

To learn more about the Walk For Alopecia and how you can get involved, visit naaf.org/walk.

Thank You Sponsors

National Presenting Sponsor

Pfizer

Shining Bright National Sponsor

SUN PHARMA

National Gold Sponsors

Lilly · RBC Capital Markets

National Silver Sponsors

abbvie · EPGD BUSINESS LAW · NOVARTIS

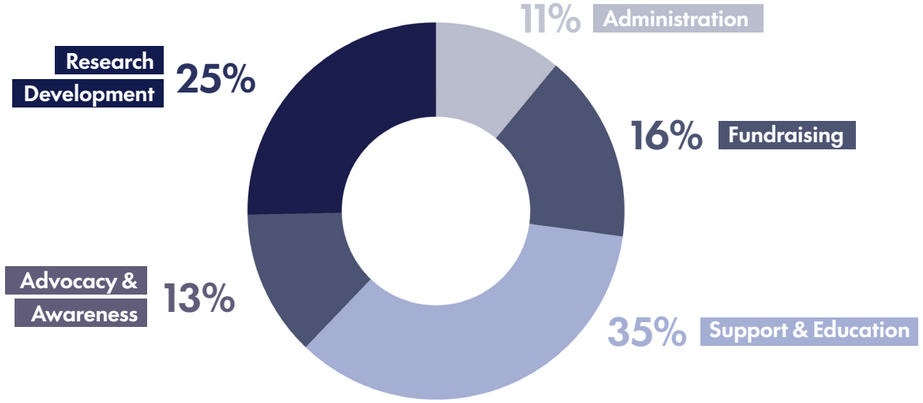
Top Local Sponsors

Aptia · 32 BIO · Babs Boards · BBC ELECTRIC · Bern Research · NEKTAR

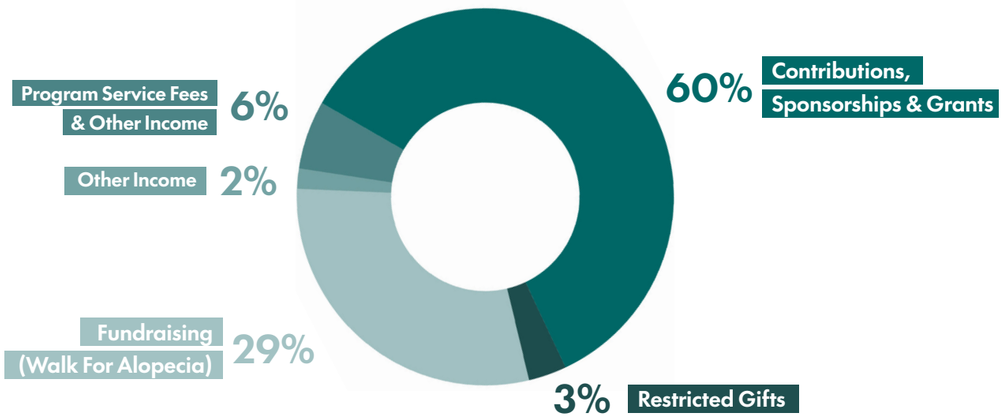
Ron & Mary Jane Simpson

Financial Highlights

Total Expenses $3,850,182



Total Income $3,881,776



Ending Net Assets $4,023,692

The complete audited financial statements are available at naaf.org.

NAAF is a tax-exempt, nonprofit organization pursuant to Section 501(c)(3) of the Internal Revenue Code with Federal Tax ID# 94-2780249. All gifts and donations are tax deductible in accordance with IRS regulations.

NAAF demonstrates excellence in governance, accountability, and transparency by earning the highest ratings on the following industry standards: the National Health Council Standards of Excellence; the Better Business Bureau – Wise Giving Alliance Standards for Charity; and Candid's Platinum rating (formerly GuideStar). In 2025, NAAF also received the highest (four-star) rating from Charity Navigator.

BBB Accredited Charity give.org · Platinum Transparency 2025 Candid. · Charity Navigator Four-Star · Patient · National Alopecia Areata Foundation®

> NAAF support allowed my daughter who is now nine to be part of a community that truly understands who she is. The skills and things she learned and friendships she has made are invaluable.

National Alopecia Areata Foundation®

National Alopecia Areata Foundation®

For donations and payments:

PO Box 1270 | Suisun City, CA 94585

For all other correspondence and invoices:

1500 Grant Avenue | Suite 242 | Novato, CA 94945

(415) 851-8960 | info@naaf.org

naaf.org