



NATIONAL
Eczema
ASSOCIATION



2012 ANNUAL REPORT

FISCAL YEAR ENDING DECEMBER 31, 2012

Taking a ***step forward*** to improve the health and quality of life for individuals with eczema through research, support and education.

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Dear NEA Friends and Supporters,

The year 2012 was a banner year for the National Eczema Association (NEA). Our work focused on improving the lives of those with eczema, through research, support and education. As you read this annual report, we hope you feel proud to be a part of our growing eczema network.

Education has always played an important role in the NEA mission. Through a variety of educational materials, including our quarterly patient-oriented newsletter (*The Advocate*), a monthly electronic newsletter (eInsights), and educational brochures, NEA reached out to a diverse audience that included eczema patients, caregivers, medical professionals, and others. Our Patient Conference continues to thrive, allowing sufferers and caregivers of eczema to gain knowledge of the most current medical treatments and skin management techniques. It also provides an opportunity for people to interact with others who share in the battle of this disease.

NEA strives to increase awareness and support for those living with eczema. As we take a step forward towards finding a cure, we launched Itching for a Cure—the FIRST and ONLY walk for eczema! Held in Asheville, NC, NEA members from around the U.S. supported one another and helped raise funds to support NEA's mission. As we continue to build awareness of eczema, we work hard to maintain and expand our relationships in communities to create additional fundraising opportunities.

From a local to a national level, NEA continues to expand programs and resources for those affected by eczema. We are committed to improving the health and quality of life of people with eczema through research, support and education. We thank all of you who continue to support NEA's mission by making donations, raising funds and awareness, and serving as volunteers.

With gratitude,

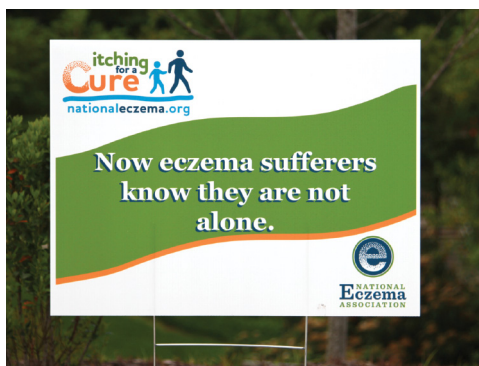


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Stepping Forward: *Building Eczema Awareness & Support*



Through programs and communications, the National Eczema Association expanded eczema awareness, shedding light on how eczema impacts daily life. Awareness allows sufferers compassion from others, knowledge about their own skin, and the ability to fight together to improve the lives of one another.

Inaugural Itching for a Cure Walk

The National Eczema Association launched the first ever walk for eczema in Asheville, North Carolina on April 28, 2012. Itching for a Cure provided a positive way for people to talk about eczema and take action to make a difference.

- 250 participants in this inaugural event
- 39 teams formed to raise eczema awareness
- 304 pledges of support from all over the world
- \$28,000+ raised to support NEA's efforts for better treatments and a cure

Eczema Awareness Month

October is a special time to ignite our eczema community nationwide. NEA members took action in their own communities to promote eczema awareness. 2012 marked the most NEA events during October in our history: more than 50 events took place across the country in 21 states.

- Members organized fundraisers, school presentations, nursing conference presentations, bowling parties, storytelling, office dress-down days, NEA Support Group Meetings, etc.
- Member-submitted videos shared personal stories about living with eczema
- NEA supplied educational materials and Itching for a Cure wristbands for all events
- NEA placed pro bono advertisements in 5 medical journals reaching more than 46,000 medical professionals to increase understanding of eczema

NEA Facebook Page

This NEA community grew to 7,000+ strong in 2012. It allowed patients and caregivers to support each other, share tips, and connect to NEA's support resources. NEA stimulated conversations and engagement here by posting eczema news and updates several times a week, including weekly Expert Contributor posts.

 facebook.com/nationaleczema

NEA Online Support Forum

This online forum allows anonymity and provided a kind, intelligent space for deeper, in-depth conversations. Topics discussed in 2012 included: MRSA, topical corticosteroids, alternative treatment ideas, oral treatments, and more. The NEA Online Support Forum is a place to get questions answered and share personal stories.

 forum.nationaleczema.org

Stepping Forward: *Eczema Education & Advocacy*



2012 NEA Patient Conference

NEA held its 7th Patient Conference in Atlanta in June of 2012 in collaboration with the Emory University School of Medicine Department of Dermatology. The NEA Patient Conference offered patients and families in-depth education, direct contact with a host of eczema experts, and meaningful, supportive community. The Conference featured:

- Keynote presentations by eczema experts
- Luncheon with medical professionals at each table, which fostered unhurried, in-depth educational conversations
- Workshops led by medical professionals, patients and caregivers
- Kids and Teen Camps

Expert Contributors

NEA's Expert Contributor program continued in 2012. Experts nationwide provided weekly social media posts on a variety of topics, such as: Food Allergies and Atopic Dermatitis; Sweating; Vitamin D and Eczema; Beating the Heat; Pollen and Eczema; and Bedtime Routines. This program educates and supports NEA members with content and ideas direct from the experts!

The Eczema App

In 2012 NEA partnered with the Dermatology Unit of Bayer Healthcare to develop The Eczema App. The Eczema App is a free and personalized resource for people living with eczema. It provides access to comprehensive condition information, tracks eczema flare-ups, and contains news and information updates on eczema.

NEA Seal of Acceptance

The NEA Seal of Acceptance (SOA) Program grew in 2012. More than 76 products are listed with reviews in the NEA (SOA) Product Directory on the NEA website. A new Seal of Acceptance brochure was developed in 2012 and was distributed to patients and medical professionals. The program was expanded to include an over-the-counter drug category for topical hydrocortisone products. The Seal of Acceptance program continues to provide an essential educational resource, helping empower patients to make informed decisions about personal care, household and fabric products for eczema management.

Medical Professional Outreach

In 2012, in an effort to connect eczema patients to the resources they need, NEA initiated a Dermatologist Outreach Program to provide free eczema patient education kits and referral cards to dermatology offices nationwide.


NEA continued to educate medical professionals about the real-life burdens of eczema in addition to providing educational and support resources for their patients. NEA connects with thousands of medical professionals at the annual meetings of the American Academy of Dermatology, the American Academy of Pediatrics, the American Academy of Asthma, Allergy, & Immunology, and the Dermatology Nurses' Association.

On Capitol Hill

NEA continued advocacy for federal research funding of skin disease by visiting Senate and Congressional representatives on Capitol Hill in September, 2012. Many congressional staffers have or know someone that has eczema.



Stepping Forward: *Research Grants Awarded in 2012*



The National Eczema Association continues stepping forward on the research front. While much remains to be discovered about this chronic disease, there is hope and promise in NEA funded research grants, advocacy efforts for increased national research funding, and reporting on breakthrough research from around the world.

Rodent Model of Atopic Dermatitis Associated with Itch Sensitization - Supplemental Funding

Tasuku Akiyama, PhD
University of California at Davis

Chronic itch is hypothesized to result from an abnormal increase in the sensitivity (“sensitization”) of itch-signaling pathways in the nervous system. Symptoms of itch sensitization include the spontaneous occurrence of itch, the ability of light touch to elicit itch sensation (“alloknesis”), and an increase in itch sensation to a normally weak itch (“hyperknesis”). To date, there are no animal models to assess alloknesis and hyperknesis under conditions of atopic dermatitis (AD). This research will develop novel behavioral assessments of these symptoms of itch sensitization in a mouse model of AD. Furthermore, recent studies have revealed roles for molecular receptors of the neuropeptides gastrin releasing peptide and substance P in the spinal transmission of itch. This research will also determine if spinal neurons that express these molecular receptors are involved in itch sensitization in the mouse model of AD.

Video Education for Eczema Skin Care

Drs. Susan Huang and Lilit Garibyan
Harvard Medical School

Education is a very important factor in ensuring that patients comply with treatment plans. Patients need to understand the disease condition and treatment. While verbal and written explanation are sometimes provided by the healthcare provider, research has shown that the use of multimedia aids helps with the understanding and performance of treatments. For example, many patients and families with children with eczema are directed to do wet wrap therapy. However, not every patient is given detailed explanation for what wet wraps are, how they will improve eczema, and most importantly how to perform wet wrap dressings. We will develop a video media education resource for eczema patients and their families to empower them with the knowledge and understanding necessary for improving compliance, and ultimately disease outcome. A pilot study will study the effectiveness of education video on wet wrap therapy.

Research Information Hub

NEA continues to provide information and updates on eczema research worldwide. This service fosters a better understanding of the disease and showcases ongoing efforts to solve the eczema puzzle, provide better treatments, and an eventual cure.

Research Advocacy

Your support permits continued NEA advocacy efforts that ensure national research programs are fully funded, and that eczema research is revealed to be as vital to our nation's health and wellness as other well-funded research. Additionally, recruitment for important eczema clinical trials is an ongoing component of NEA's research advocacy efforts.

Year ended December 2012

Statement of Activities

ASSETS

Current assets:

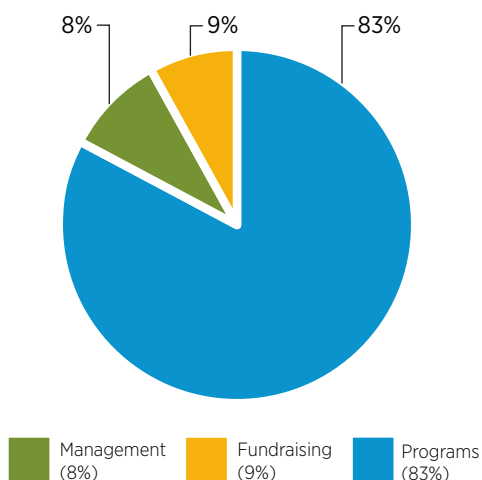
Cash and cash equivalents	\$ 362,169
Prepaid expenses	19,616
TOTAL CURRENT ASSETS	381,785

Fixed assets, net of

accumulated depreciation: 18,525

TOTAL ASSETS	\$ 400,310
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EXPENSES



LIABILITIES AND NET ASSETS

Current liabilities:

Accounts payable	\$ 15,908
Research Grants payable	20,000
Accrued vacation payable	6,591
TOTAL CURRENT LIABILITIES	42,499

Net assets:

Unrestricted, undesignated	239,471
Temporarily restricted	118,340
TOTAL NET ASSETS	357,811

TOTAL LIABILITIES & ASSETS	\$ 400,310
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STATEMENT OF ACTIVITIES

	Unrestricted	Temporarily Restricted	Total 2012
REVENUES:			
Donations — general	\$ 88,983	\$ -	\$ 88,983
Donations — corporate	200,300	70,000	270,300
Donations — stock and major donors	39,674	-	39,674
Donations — restricted	-	100	100
Newsletter income	62,350	-	62,350
Brochures and mailings	33,805	-	33,805
Conference	69,228	-	69,228
EASE program	126,500	-	126,500
Awareness	68,328	-	68,328
Interest and dividend income	10	-	10
Loss on investments	(158)	-	(158)
Net assets released from restrictions	63,925	(63,925)	-
TOTAL REVENUES	752,945	(6,175)	759,120

EXPENSES:

Program services:

Research, support and education	549,914	-	549,914
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Support services:

Fundraising	58,713	-	58,713
Management and general	51,925	-	51,925
TOTAL EXPENSES	660,552	-	660,552

Change in net assets	92,393	(6,175)	98,568
Net assets, beginning of period	147,078	112,165	259,243

NET ASSETS, END OF PERIOD	\$ 239,471	\$ 118,340	\$ 357,811
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The Statement of Financial Position of the National Eczema Association as of December 31, 2012, was audited by R.J. Ricciardi Certified Public Accounts. A copy of the complete report, including notes, is available for public review from the National Eczema Association, 4460 Redwood Highway, Suite 16D, San Rafael, CA 94903-1953 or on the website at nationaleczema.org.



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