

PARTNERS

-in-

PROGRESS

2014 ANNUAL REPORT



The National Eczema Association improves the health and quality of life for individuals with eczema through research, support, and education.



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COVER: NEA members and staff participating in a 2014 eczema roundtable with an NEA industry partner.

DEAR NEA FRIENDS AND SUPPORTERS.

The National Eczema Association works urgently to improve the lives of the more than 30 million people living with eczema across the US — and we couldn't do it without partnerships with physicians, nurses, researchers and scientists, industry representatives, government agencies, and, most importantly, you. Your commitment and participation drive advancements in eczema research, education, and patient support.

2014 was full of activities made possible by your generosity that garnered great results — from our successful Itching for a Cure walk to our Patient Conference in Boston, our new delivery of eczema education through NEA expert webcasts, and an online event about hope for the future, NEA collaborated with you and with leaders in the field to make positive differences for eczema patients through impactful awareness and education events.

Toward the end of 2014, we saw a radical sea change coming for eczema with 18 new treatments in the development pipeline, including the first biologic therapy (a new type of systemic treatment, a biologic medicine). With these exciting advancements on the horizon, NEA spent 2014 continuing to deliver meaningful advocacy and education work while anticipating the opportunities and challenges ahead. New treatments bring promise to patients who have spent decades with no real advancement in care.

At the close of the year, NEA began creating a strategic plan — a **Roadmap to Advocacy** — a bold new path to lead the country at this rare moment in eczema history.

There is much work to be done, yet we have more optimism than ever. With you as our partner, we see a future of tremendous positive change for eczema patients!

Warm Regards,

Julie Block
President & Chief
Executive Officer

Elizabeth Hoff Chair,

NEA Board of Directors

YEAR in PHOTOS



"Our family will reap the benefits of the NEA Conference for years to come!"





Eczema









YEAR in PHOTOS







"The National Eczema Association helps me feel courageous and strong."







PARTNERS in PROGRESS

KEY ACCOMPLISHMENTS IN 2014: MADE POSSIBLE BY YOUR COMMITMENT TO NEA

Thanks to your input and support, NEA is able to focus on initiatives that continually improve the quality of life for eczema patients.

In 2014, your financial support allowed NEA to advance ECZEMA RESEARCH by investing \$86,500 in cutting-edge research focused on social media crowd-sourcing, meditation and eczema, bleach bath therapies, and skin infections.

ITCHING FOR A CURE 2014 in Los Angeles, California was our most successful walk yet. With your help — whether as a fundraiser and walker, volunteer, donor, or virtual walker — we engaged over 350 walkers and 35 industry partners to raise more than \$125,000. Held in conjunction with ECZEMA AWARENESS MONTH in October, your participation helps eczema patient and caregiver voices be heard, increases the publics' understanding of eczema, contributes to making the case for the importance of eczema research, and directly advances research focused on new treatments and therapies.

NEA'S 2014 PATIENT CONFERENCE in Boston brought more than 275 eczema experts, eczema patients and families, and industry allies together in collaboration with the Division of Immunology and Dermatology at Boston Children's Hospital, the Departments of Dermatology at Beth Israel Deaconess Medical Center, Brigham and Women's Hospital, and Massachusetts General Hospital. Working closely with medical experts, the 2014 conference covered basic skin care and coping sessions in the Kids and Teen Camps, and provided exciting, up-to-date presentations on itch, eczema and allergies, and new research, among other topics.

NEA engaged supporters like you –including patients, industry partners, and medical professionals — to provide input on how to best maximize the tremendous potential for the future of eczema together. The result was the creation of an outline for a dynamic new strategic plan — the ROADMAP TO ADVOCACY — that capitalizes on current research, new therapies in development, and the incredible opportunity we have to create real, practical, and game-changing impacts for eczema patients over the next decade. Look for the Roadmap rollout in 2015!

We strategically increased our impact by welcoming LISA BUTLER as our full-time CORPORATE RELATIONS PROGRAM DIRECTOR. Lisa will work with eczema industry partners to maximize opportunities that promote awareness and benefit individuals and families living with eczema.

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THE NEA SEAL OF ACCEPTANCE™ became the recognized standard for products that have the most accepted, least reactive ingredients for eczema patients. As of 2014, 113 products earned the NEA Seal of Acceptance™ through a rigorous application and review process led by our Scientific Review Committee. The Seal program is a service to patients and medical providers — helping them navigate which products are appropriate for use by those with eczema and sensitive skin. Thanks to your support, NEA has grown this program and often works with product developers to influence formulation, ensuring products avoid ingredients that may be potential eczema triggers.

11 NEA members participated in an ECZEMA ROUNDTABLE WITH DRUG DEVELOPERS, aimed at providing direct patient feedback to those on the front lines of creating new treatment therapies.

NEA participated with 15 other member organizations of the Coalition of Skin Diseases at the AMERICAN ACADEMY OF DERMATOLOGY'S LEGISLATIVE DAY ON CAPITAL HILL, raising our voice to US Policymakers for more funds to be allocated for skin disease research.

With leaders in the field and industry partners, NEA delivered education and support to individuals and families through our new ECZEMA EDUCATION WEBCASTS. More than 500 NEA supporters alone registered for the webcast on itch presented by Dr. Gil Yosipovitch.

NEA collaborated with Rockefeller University and Mount Sinai Department of Dermatology to create and deliver the online event HOPE FOR ECZEMA: NEW TREATMENT DEVELOPMENTS. 425 participants joined in to see and hear world leaders in dermatology outline exciting research leading to new therapy developments. Your support helped make this groundbreaking event possible.

Our staff and board members attended MEDICAL MEETINGS around the world that focused on eczema and skin diseases, and collaborated with top physician leaders who specialize in eczema to explore how to better educate community dermatologists, allergists, and other health care professionals on eczema care. Your support helps us spread the word to health care professionals about the best, most recent treatments and patients' top concerns.

PARTNERS in PROGRESS

2014 BY THE NUMBERS

ACTIVITIES NATIONWIDE THAT CONTRIBUTED \$69,505 TO ADVANCE NEA'S MISSION

1,476 ប៉ប់ប៉

21,14 **F** 775%

\$125,000 FUNDS RAISED FOR THE ITCHING FOR A CURE WALK

\$356,424*11111* **DOLLARS RAISED BY DONORS IN 2014**

60,00 READERSHIP OF NEA'S AWARD-WINNING QUARTERLY MAGAZINE, THE ADVOCATE



ACCEPTANCE™



DRUGS THAT WERE IN US CLINICAL *NOTE: AS OF AUGUST 2015, THAT NUMBER NOW EXCEEDS 40! 🗷

WHO SIT ON NEA'S SCIENTIFIC **ADVISORY COMMITTEE**

WHERE ACTIVE SUPPORT GROUP LEADERS ARE HELPING PEOPLE **COPE WITH ECZEMA**

DEDICATED NEA STAFF MEMBERS WHO GET UP EVERY DAY WANTING TO MAKE A DIFFERENCE IN ECZEMA PATIENTS' LIVES **4**+1 FULL-TIME STAFF PERSON

THANK YOU NEA DONORS!

Donations to NEA provide the critical financial support needed to fulfill our mission to improve the health and quality of life of all individuals affected by eczema. Your generous annual contributions and those of a wide variety of national stakeholders and sponsors -support every aspect of NEA, from patient conferences to vital outreach programs, and are essential to our continued success in advancing research, support and education. Thank you!

JOIN US!

$oldsymbol{5}$ ways $oldsymbol{you}$ can make a difference

National Eczema Association volunteers and community members go above and beyond to make positive differences for eczema patients on a daily basis. Thank you for your commitment to getting involved and spreading the word about eczema!

Here are 5 ways you can partner with NEA to create positive change:

- Participate in NEA's Itching for a Cure walk on October 11, 2015 as a walker, virtual walker in your hometown, or donor: itchingforacure.org
- 2 Ask your physician, dermatologist, or allergist to place NEA educational materials in their waiting room request materials: info@nationaleczema.org
- Help erase the stigma of eczema and raise awareness in your community by distributing NEA's Tools for School kit to local school districts and school nurses request kits:

 tfs.nationaleczema.org
- Like NEA on Facebook and join the conversation: facebook.com/nationaleczema
- Join us! Make a donation at: donate.nationaleczema.org

MOVING ECZEMA RESEARCH FORWARD TOGETHER

NEA'S CONTINUED COMMITMENT TO RESEARCH IN 2014

Since 2004, NEA's research program has helped directly fund eczema research with the goal of advancing new and better treatments and finding an eczema cure. Thanks to support from community partners like you, NEA provides grants for relevant and impactful patient-oriented eczema research, and, as the leading eczema advocacy organization in the US, is able to leverage millions of dollars of additional eczema research in the federal and private sector.

NEA has awarded \$615,000 to research that is focused on topics important to eczema patients and their loved ones:

- ▶ itch
- ▶ infection
- skin barrier
- prevention

We also support other strategic advancements aimed at making a lasting difference for eczema patients:

- ▶ advocate for increased eczema research funding at the National Institutes of Health (NIH)
- ▶ provide you with the latest eczema research news from around the world on social media, our webpage, and in NEA publications
- collaborate with a wide variety of research groups, including the Pediatric Dermatology Research Alliance (PeDRA), Harmonizing Outcomes Measures for Eczema (HOME), and the World Congress on Itch

Thank you to our NEA community for making this progress possible!

STATEMENT of ACTIVITES

YEAR ENDED DECEMBER 2014

The National Eczema Association (NEA) experienced unprecedented growth in 2014. Thank you to our committed donors, volunteers, Board members, and Alliance partners who partnered with us in 2014 to advance NEA's mission.

ASSETS

Current assets:

Fixed assets, net of accumulated depreciatio	n: 33,684
TOTAL CURRENT ASSETS	967,195
Prepaid expenses	10,829
Accounts receivable	226,278
Marketable securities	90,484
Cash and cash equivalents	\$ 639,604

TOTAL ASSETS \$1,000,879

LIABILITIES & NET ASSETS

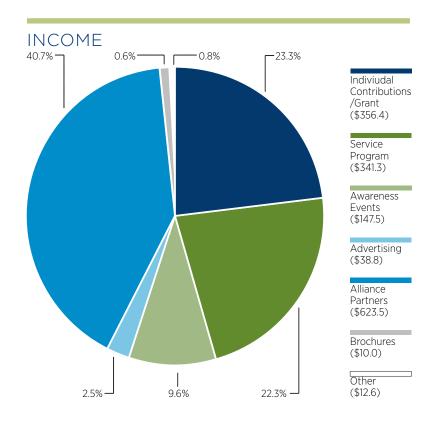
Current liabilities:

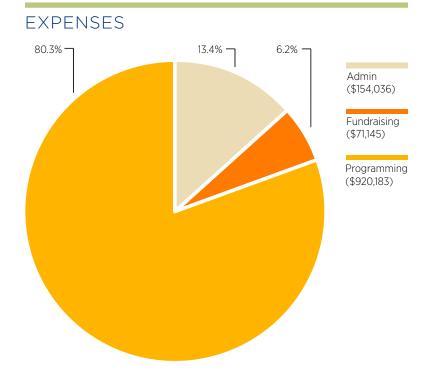
TOTAL NET ASSETS	978,975
TOTAL NET ASSETS	978,975
Temporarily restricted	303,320
Unrestricted	675,655
Net assets:	
TOTAL CURRENT LIABILITIES	21,904
Accrued vacation payable	12,087
Research Grants payable	0
Accounts payable	\$ 9,817

The Statement of Financial Position of the National Eczema Association as of December 31, 2014 was audited by R.J. Ricciardi Certified Public Accountants. 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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