



**NATIONAL
Eczema
ASSOCIATION**

2018 ANNUAL REPORT

FISCAL YEAR ENDING DECEMBER 31, 2018





Dear friends of NEA,

In the 30 years since the National Eczema Association (NEA) was founded, we have seen the experience of living with eczema move out of the shadows into the light. Our shared accomplishments during 2018 highlight this transformation, and I'm honored to share them with you here.

During Eczema Awareness Month people from around the world came out of the shadows on social media to help #unhideECZEMA. You shared your stories and showed the strength and courage not only to persevere for your own sake and the sake of your families, but to share yourselves with our community and prop each other up when the going gets tough.

Another bright spot — this year NEA celebrated a million-dollar milestone in eczema research. As of the end of 2018, our research program had awarded more than \$1.1 million in grant funding for groundbreaking studies of eczema symptoms, comorbidities, therapies, burden of disease, and quality of life.

NEA spread the news about the promising new therapies making their way through the development pipeline. And we engaged you in many of these processes. We continued to learn about alternative and complementary treatment options that help people with eczema live their best possible lives.

We raised our collective voice, and advocates nationwide shared their stories with policy makers. NEA's advocacy efforts ensured the needs of patients and caregivers continue to be meaningfully incorporated

into drug development and evaluation. We worked to change state and federal laws that hinder our community's access to therapies — keeping issues like prior-authorization, step therapy, and non-medical switching policies at the fore.

NEA equipped thousands of healthcare professionals nationwide to provide patient-centered care to people with eczema. Last year we formed a dynamic multi-disciplinary team of healthcare providers and families living with eczema. Together we produced education for nurses, doctors, and medical students that is patient-focused and responsive to the real-life needs of people with eczema.

Our community inspires me every day and all year long. We've accomplished so much together, and your engagement and generosity made it all possible. Thank you!



Sincerely,

A handwritten signature in blue ink that reads "Julie Block". The signature is fluid and cursive, matching the name of the person in the portrait.

Julie Block
President & CEO

2018 Impact



Research



15 YEARS
OF THE NEA RESEARCH PROGRAM



MILLION DOLLAR MILESTONE:
\$1.1 MILLION
DISTRIBUTED IN GRANT FUNDING



26
RESEARCHERS FUNDED IN 2018



Advocacy



484
GRASSROOTS ADVOCATES
RECRUITED



18
MEETINGS WITH POLICY MAKERS



18
STATE AND FEDERAL ADVOCACY
COALITIONS JOINED

2018 Impact



Healthcare Provider Engagement



2,501

HEALTHCARE PROVIDERS EDUCATED IN PATIENT-CENTERED ECZEMA CARE



650

DOCTORS REGISTERED WITH NEA ECZEMA PROVIDER FINDER



11,959

HEALTHCARE PROVIDER MEMBERS IN NEA NETWORK



Community Support



473

ATTENDEES AT 2018 ECZEMA EXPO IN CHICAGO



5,913

WEBINAR ATTENDEES IN 2018



17,302

COMMUNITY MEMBERS ACCESSED THE NEA ECZEMA PROVIDER FINDER



314,179

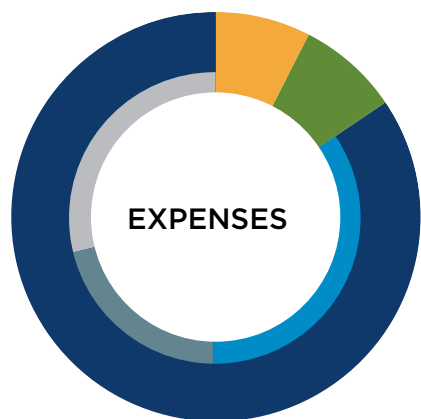
COMMUNITY MEMBERS ACCESSED THE SEAL OF ACCEPTANCE PRODUCT DIRECTORY

Financials

STATEMENT OF ACTIVITIES YEAR ENDED 2018



Individual Contributions/Grants	\$ 264,994
Grants	\$ 30,000
Service Program	\$ 997,411
Awareness Events	\$ 22,109
Live Events/Conferences	\$ 203,011
Corporate Sponsorships	\$ 1,619,316
Publications & Brochures	\$ 254,651
Investment Income	\$ (27,219)
TOTAL INCOME	\$ 3,391,493



Administration (7.7%)	\$ 214,757
Fundraising (7.9%)	\$ 220,298
Programming (86%)	\$ 2,347,292
Support & Education (34.8%)	\$ 967,662
Awareness (20.9%)	\$ 580,769
Research (28.7%)	\$ 798,864
TOTAL EXPENSES	\$ 2,782,347

ASSETS

Current assets:

Cash and cash equivalents	\$ 1,903,505
Investments	\$ 1,373,737
Accounts receivable	\$ 100,015
Prepaid expenses & other current assets	\$ 28,637

TOTAL CURRENT ASSETS **\$ 3,405,894**

Fixed assets, net of accumulated depreciation \$ 54,188

TOTAL ASSETS **\$ 3,460,082**

LIABILITIES & NET ASSETS

Current liabilities:

Accounts payable	\$ 27,995
Accrued vacation payable	\$ 30,723

TOTAL CURRENT LIABILITIES **\$ 58,718**

Net assets:

Unrestricted	\$ 3,401,364
Temporarily Restricted	\$ 0

TOTAL NET ASSETS **\$ 3,401,364**

TOTAL LIABILITIES & ASSETS **\$ 3,460,082**

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NEA Strategic Vision

NEA continues to embrace the new era of eczema, leveraging scientific advancements and increased community engagement to improve the health and quality of life for people with eczema.



IMPACT STATEMENT

Eczema will be better understood as the serious disease it is — driven by expanded research and the contributions of empowered community members. Patients will increasingly be active partners in their own care. People with eczema will be more connected to the community and the support they need and deserve. NEA's commitment to people living with eczema will improve lives.

FIVE TRANSFORMATION KEYS

Our two-year strategic plan is driven by five transformation keys :

- 1 Erase the Stigma of Eczema**
Raise awareness about the damaging impact and cost of eczema on individuals, families, and society to foster understanding and acceptance, and to drive innovations in care.
- 2 Advance and Promote Standards of Eczema Care**
Educate and inspire medical professionals to advance the best standards of eczema care, including new treatments.
- 3 Forward Patient-Centered Care**
Develop and coordinate patient-centered, multi-disciplinary tools to improve patient outcomes beyond the physician's office.
- 4 Drive Innovative Research**
Fund, promote, and advance innovative research and researchers to expand eczema treatments and drive to a cure.
- 5 Ensure Access and Affordability**
Advocate for and promote accessible and affordable treatments to ensure eczema patients get the care they need.

CORE VALUES

The National Eczema Association embraces the following core values:



VISIONARY

We embrace the future and are passionate leaders.



AUTHENTIC

We are “all in” for the NEA community.



COMPASSIONATE

We have genuine heart and respect for individuals and relationships.



SUPPORTIVE

We empower one another and seek collaboration.



RESPONSIVE

We are organizationally nimble and agile.



ACCOUNTABLE

We are honest, trustworthy, and transparent.



TRANSFORMATIVE

We think big, take risks, and create innovative change.



Thank you to our supporters

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THROUGH DECEMBER 31, 2018

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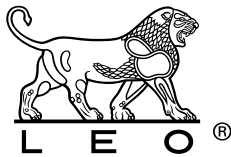
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