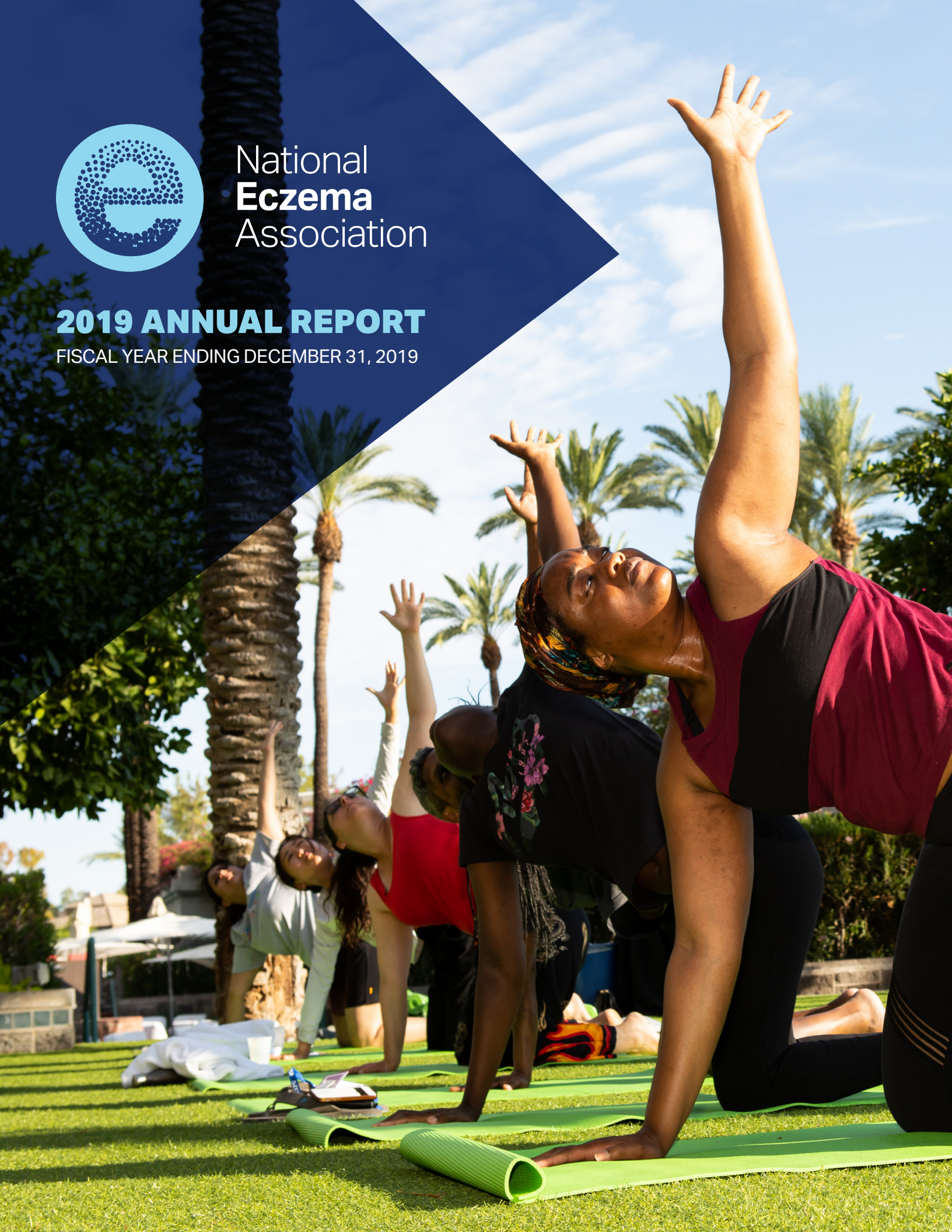




National
Eczema
Association

2019 ANNUAL REPORT

FISCAL YEAR ENDING DECEMBER 31, 2019





DEAR FRIENDS OF NEA,

Our work together in 2019 brought us closer to the day when eczema families will no longer struggle with the psychosocial, physical and financial burdens that impact quality of life.

Sept. 23, 2019, marked a historic opportunity to tell our stories and to advocate for what our community needs to thrive. This landmark patient-focused drug development meeting with the U.S. Food and Drug Administration (FDA) in Washington, D.C., was a once-in-a-lifetime opportunity to come together, to present our expertise and to unhide our lived experiences with this chronic disease. We also focused on ideal future treatments, and the message was loud and clear: we need treatments that provide immediate and sustained relief from itch!

The National Eczema Association (NEA) and our five organizational collaborators consolidated the results of the day's testimonials and online survey in the seminal "Voice of the Patient" report. We shined a spotlight on the burdens and downsides of current therapy approaches. Our time with decision-makers will have a lasting impact on future eczema treatments and awareness of the real-life impacts of this chronic disease.

NEA continues to be the No. 1 source for trustworthy information on eczema in the U.S. and beyond, thanks to a host of resources from experts and community leaders — webinars, videos, daily content and real-life stories of encouragement from eczema warriors just like you.

NEA ramped up its efforts to better support teens with eczema. Instead of making assumptions about what eczema teens want to know, we went straight to the source and tapped members of our Teen Engagement Program Steering Committee. This team of teens and young adults helped shape and guide NEA's Teen Engagement Program. At NEA, we believe everyone should have the opportunity to share their journeys and help others like them face and overcome the challenges of life with eczema.

Charitable support has enabled NEA to maintain its leadership role as the largest private funder of eczema research in the world. NEA continues its investment in changing the future of eczema treatments and care through the funding of patient-centered research.

Eczema Expo 2019 brought adults and children with eczema, their loved ones and world-renowned eczema researchers and medical providers all under one roof in Scottsdale, Arizona, from July 18-21. Our annual event offered hundreds of eczema families the chance to meet and form bonds that live on long past the four incredible days of Expo. Attendees were educated and uplifted by seminars with leading medical professionals and compassionate support groups with their peers.

The eczema community understands how it feels to be isolated and anxious about the well-being of our loved ones. If there has been one silver lining during these difficult times, it is the connection we continue to build with one another.

There is strength in numbers, and with you — eczema warriors, advocates, donors and leaders — by our side, we are changing the future of eczema care. We can't do it without you. Thank you!

Yours in health and gratitude,



A handwritten signature in black ink that reads "Julie Block". The signature is fluid and cursive, written in a professional style.

Julie Block
President and CEO

2019 IMPACT

RESEARCH



27

research
institutions
supported



15%

increase over last year in
grant funding disbursed



\$1,370,095

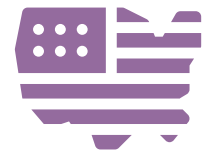
in grant funding distributed to date

ADVOCACY



754

grassroots
advocates mobilized



21


state and federal
advocacy coalitions joined



landmark meeting with FDA -
eczema community members attended in person


575

2019 IMPACT

60+
educational sessions
at Eczema Expo 


 **321**
products accepted for the
NEA Seal of Acceptance Program



550
attendees at
2019 Eczema Expo 

5.4
million people visited
the NEA website 


722
doctors registered with NEA
Eczema Provider Finder


22,538
healthcare providers educated in
patient-centered eczema care



FINANCIALS

STATEMENT OF ACTIVITIES YEAR ENDED 2019



ASSETS

Current assets:

| | |
|---|-----------|
| Cash and cash equivalents | 2,412,125 |
| Investments | 1,684,186 |
| Accounts receivable | 322,500 |
| Prepaid expenses & other current assets | 23,433 |

TOTAL CURRENT ASSETS **\$4,442,244**

Non-current assets:

| | |
|---|---------|
| Fixed assets, net of accumulated depreciation | 52,825 |
| Operating lease, right-of-use asset | 704,661 |

TOTAL NON-CURRENT ASSETS **\$757,486**

TOTAL ASSETS **\$5,199,730**

LIABILITIES & NET ASSETS

Current liabilities:

| | |
|--|---------|
| Accounts payable | 26,463 |
| Accrued vacation payable | 45,412 |
| Deferred revenue | 50,000 |
| Operating lease liability, current portion | 128,503 |

TOTAL CURRENT LIABILITIES **\$250,378**

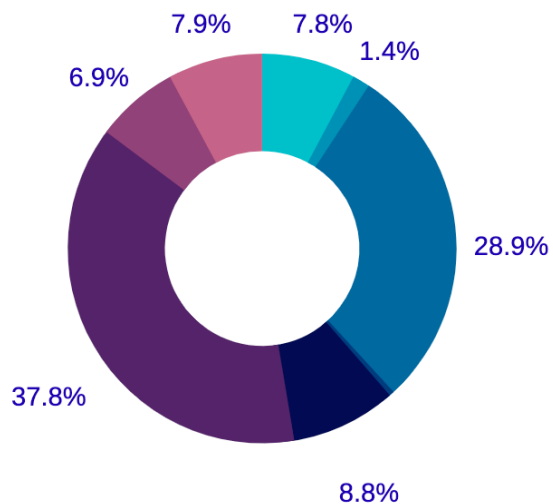
Long-term liabilities:

| | |
|---|---------|
| Operating lease liability, net of current portion | 576,158 |
| Total long-term liabilities | 576,158 |

TOTAL LONG-TERM LIABILITIES **\$826,536**

TOTAL NET ASSETS **\$4,373,194**

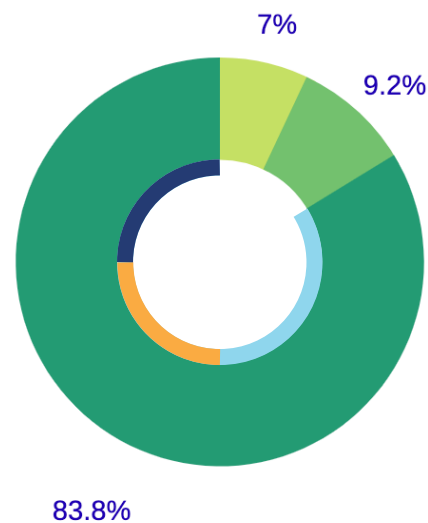
TOTAL LIABILITIES AND NET ASSETS **\$5,199,730**



INCOME

| | |
|---------------------------------|-----------|
| Individual Contributions/Grants | 343,602 |
| Grants | 64,000 |
| Service Program | 1,277,798 |
| Awareness Events | 17,865 |
| Live Events/Conferences | 387,085 |
| Corporate Sponsorships | 1,670,757 |
| Publications & Brochures | 306,555 |
| Investment Income | 346,679 |

TOTAL INCOME **\$4,414,341**



EXPENSES

| | |
|---------------------|-----------|
| Administration | 240,569 |
| Fundraising | 318,371 |
| Programming | 2,883,571 |
| Support & Education | 1,220,884 |
| Awareness | 805,848 |
| Research | 856,839 |

TOTAL EXPENSES **\$3,442,511**

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STRATEGIC VISION



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

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: STRATEGIC PLAN 2019-2020:

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

Promote a New Understanding of Eczema

- The burden of eczema is misunderstood
- Eczema is a highly prevalent, heterogeneous disease
- Patients/Families/HCP's need trustworthy help and support

2

Equip Healthcare Professionals for the New Era of Care

- Personalized, patient-centric care is on the horizon
- No consistent standards of care are adopted across the healthcare system
- Standards of care need to evolve as new therapies emerge

3

Support People with Eczema Outside the Medical Office

- Eczema can be isolating
- Eczema is a heterogeneous disease
- People need accessible, trustworthy resources to manage eczema in the real world

4

Invest in High-Value Impact Research

- Limited federal/extramural funding for eczema research
- Significant basic/clinical research gaps in eczema exist
- Data is needed to inform research on the real-world eczema experience

5

Advocate for Accessible Treatment and Care Options

- The patient experience is undervalued in policy-making
- Patients and HCP's face significant barriers to appropriate and timely care
- Navigating the healthcare system is very complicated



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 SUPPORTERS!

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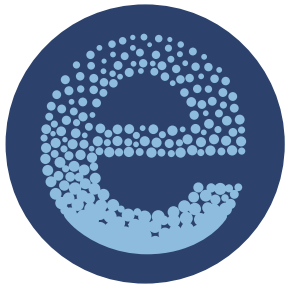
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