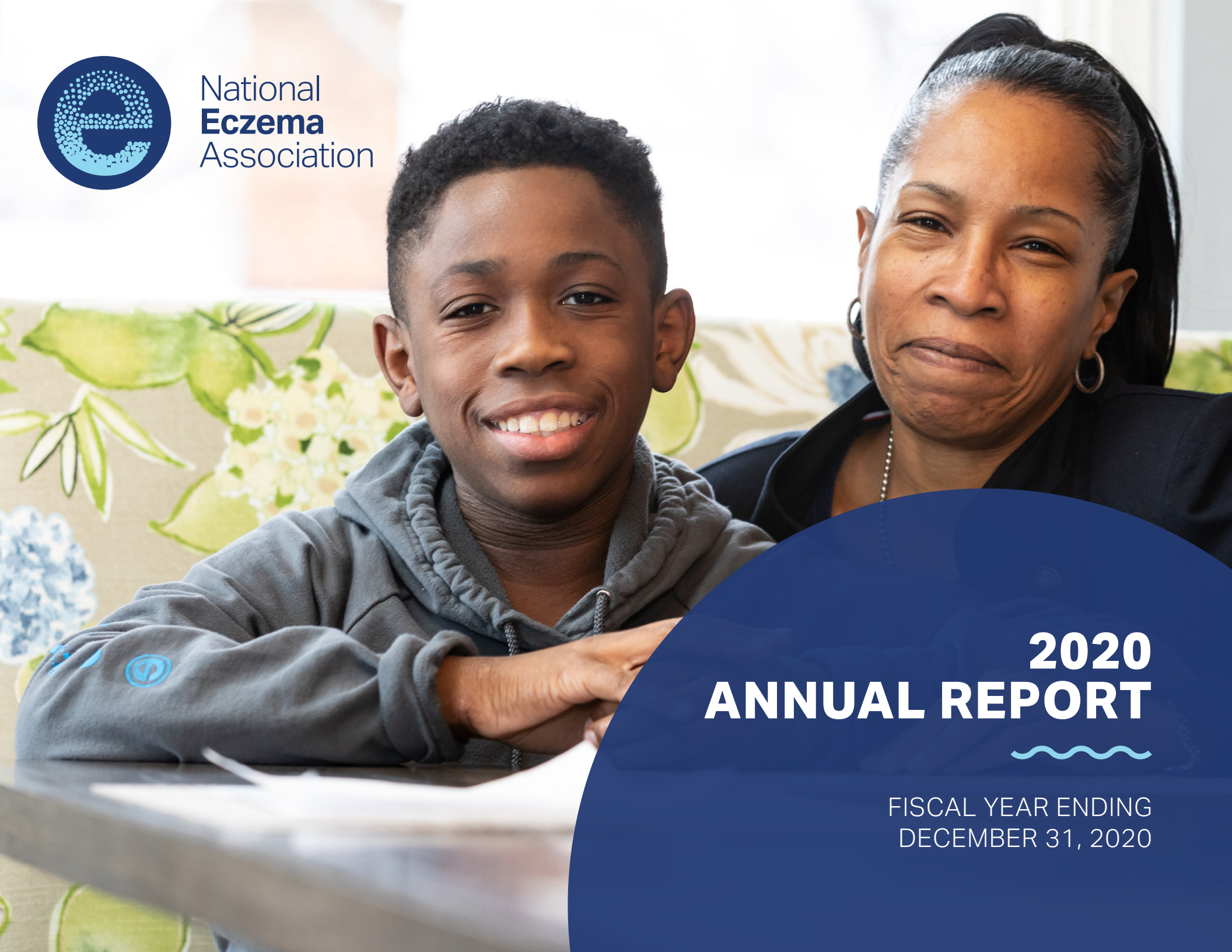




National  
**Eczema**  
Association



# 2020 ANNUAL REPORT



FISCAL YEAR ENDING  
DECEMBER 31, 2020

# LETTER FROM OUR CEO

First, I want to acknowledge the turbulence and trials so many of us experienced in 2020 in relation to the Covid-19 pandemic. As we weathered the storms and stress, our NEA community became more resilient than ever. If there was one silver lining during this difficult time, for me, it was the connection we were still able to find with one another — especially for the eczema community, who understands better than most how it feels to be socially isolated and anxious about the well-being of our loved ones.

I'm proud to share that through it all, NEA forged ahead with dedication to our commitment to serve the eczema community in new and innovative ways. Thanks to our partners and supporters, we succeeded.

One of the first challenges NEA faced early in the pandemic was the decision to cancel our in-person Eczema Expo. We couldn't imagine anything taking the place of our most anticipated annual gathering. But sure enough, our community came out and showed up! Engagement in the first ever Virtual Expo from our presenters, experts of all kinds and community of eczema warriors made this a truly triumphant event.

Throughout the pandemic, NEA continued to be the #1 source for trustworthy information on all things Covid-19 and eczema. We provided tools for mental health and emotional well-being our community could count on. Our efforts helped people navigate the unprecedented challenges of 2020, and we were ready to answer medical questions from our community related to eczema and Covid-19.

In October 2020, we launched EczemaWise, a revolutionary new app to help eczema families achieve improved health outcomes. EczemaWise helps patients and caregivers track triggers, manage symptoms and partner with healthcare providers to develop a personalized eczema care plan.

We also rolled out our brand-new program NEA Ambassadors. NEA Ambassadors provides a virtual platform for eczema warriors to connect with others to exchange experiences, find inspiration and make positive change in the areas of eczema advocacy, research and community outreach.

NEA maintains its leadership role as the largest private funder of eczema research in the world, and we continue to increase our investment in patient-centered research.

As just one example of the groundbreaking research we fund, NEA teamed up with the Pediatric Dermatology Research Alliance (PeDRA) to offer the first-of-its-kind Childhood Eczema Challenge Grant. This joint initiative was formed to accelerate research to improve the lives of the more than 10 million U.S. children with atopic dermatitis.



The NEA Research Fund 2025 was established in 2020 to secure the resources needed for the expansion of the research we fund, as well as the research we conduct. By the end of 2025 we aim to raise \$1 million from individual supporters dedicated to innovative, patient-centered eczema research.

Lastly, we spent a good part of the year looking to the future and developing our new five-year strategic plan. The collaboration with our community of eczema warriors, researchers, clinicians, donors and pharma partners was truly extraordinary — we are one and we will continue to make an impact and a difference in the lives of the 31 million Americans with eczema.

Yours with gratitude,

A handwritten signature in black ink that reads "Julie Block". The signature is fluid and cursive.

Julie Block — President & CEO




# RESEARCH ACCOMPLISHMENTS

NEA has established a dynamic, multi-faceted research program to increase the scientific and clinical understanding of eczema, as well as its many impacts on individuals and their families. The NEA Research Program works to:

- Fund cutting-edge eczema research;
- Deploy large-scale surveys to collect, analyze and publish critical data;
- Share new research developments with the eczema community.

20%  
cumulative growth in  
GRANT FUNDING



30 RESEARCH  
INSTITUTIONS  
SUPPORTED



\$1,705,095  
IN GRANT FUNDING  
distributed to date



# ADVOCACY ACCOMPLISHMENTS

NEA has a three-pronged approach to advocacy:

- ➔ Raise awareness among members of Congress and within federal agencies on just how eczema affects the lives of those with the disease and their families;
- ➔ Press for policies and laws that ensure access to affordable, effective eczema treatments;
- ➔ Increase the amount of money allocated at the federal level on eczema research to better understand and treat this disease.

 **58**  
AMBASSADORS  
MOBILIZED

NEA staff and Ambassadors  
connected with  
 **>12**  
LEGISLATORS

**27**   
state and federal advocacy  
COALITIONS  
JOINED

STEP  
THERAPY  
REFORM  
VICTORIES   
occurred in Louisiana,  
North Dakota and North Carolina.





# COMMUNITY SUPPORT ACCOMPLISHMENTS

NEA provides the eczema community with compassionate support and reliable information through a wide range of programs, including the quarterly published NEA Magazine, our annual Eczema Expo, our monthly podcast series Eczema Out Loud, webinars and regular blog posts on NationalEczema.org.



**600+**  
attendees at  
**2020 VIRTUAL  
ECZEMA EXPO**



**342**  
PRODUCTS SCREENED  
AND ACCEPTED for the  
NEA Seal of Acceptance™ Directory



**5.6M**  
PEOPLE VISITED  
NationalEczema.org



**765**  
DOCTORS REGISTERED  
with NEA Eczema Provider Finder



# NEW FROM NEA IN 2020

## NEA AMBASSADORS

NEA Ambassadors was launched in July 2020 to increase our collective impact in advocacy, research and community building. Becoming a NEA Ambassador gives people with eczema and their loved ones the chance to learn, build skills and volunteer — all in service to the broader eczema community. NEA Ambassadors are advancing the understanding of atopic dermatitis among the general public, in the field of eczema research and with decision makers.

## NEA RESEARCH FUND

NEA is the largest private funder of eczema research in the country, and we ensure the patient's voice is included in the development of new treatments. To date, we've distributed more than \$1.7 million in eczema research funding, and we are poised to dramatically increase that investment in the coming years. We established the NEA Research Fund in 2020 to generate the resources we need to continue this critical work.

## ECZEMAWISE

In fall 2020 NEA unveiled EczemaWise, a first-of-its-kind app designed to save patients and caregivers time and hassle by helping them keep a record of eczema triggers, symptoms and treatments, tracking and saving the information in one place. Based on science and designed with input from the eczema community and physicians, the app reveals insights that can be shared with physicians and used to better manage the disease and tailor treatment plans.

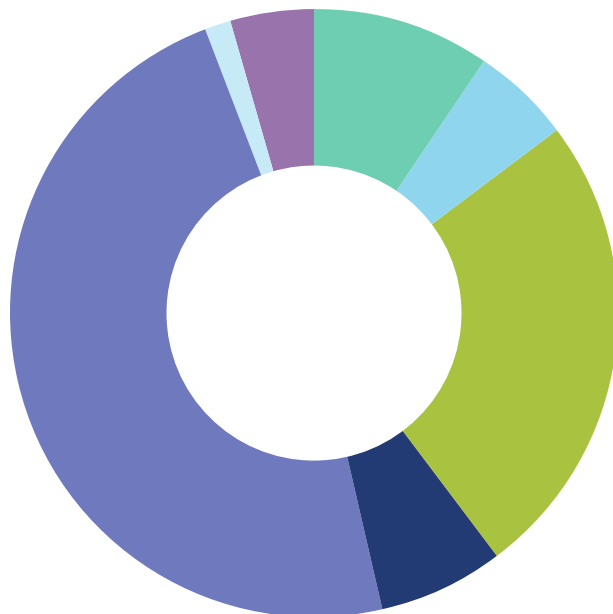


NEA Ambassador  
Justin-Oneil Ramos

# FINANCIALS

Statement of Activities | Fiscal Year Ending December 31, 2020

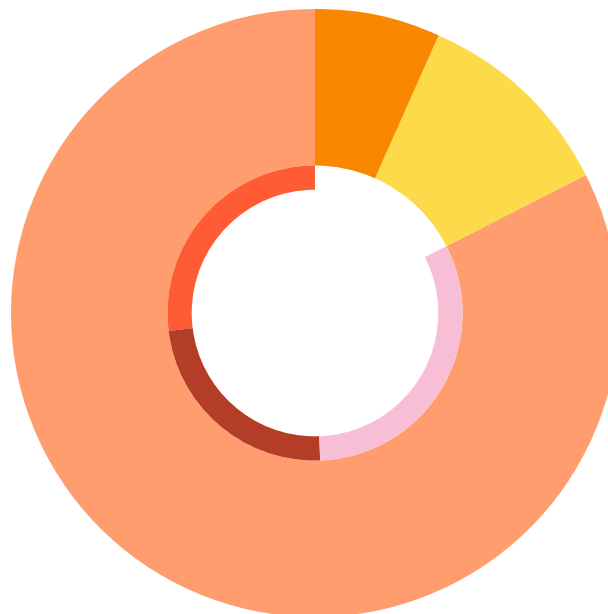
## INCOME



Individual Contributions	542,874
Grants	308,800
Service Program	1,420,182
Awareness Events	239
Live Events/Conferences	381,609
Corporate Sponsorships	2,701,632
Publications & Brochures	87,412
Investment Income	236,638

**TOTAL \$5,679,386**

## EXPENSES



Administration	266,134	6.9%
Fundraising	411,764	10.7%
Programming	3,182,550	82.4%
Support & Education	-	32%
Awareness	-	23.5%
Research	-	26.9%

**TOTAL \$3,860,448**

## ASSETS

### Current assets:

Cash and cash equivalents	4,140,736
Investments	1,905,887
Accounts receivable	178,691
Prepaid expenses & other current assets	25,431

**TOTAL CURRENT ASSETS \$6,250,745**

### Non-current assets:

Fixed assets, net of accumulated depreciation	786,095
Operating lease, right-of-use asset	582,393

**TOTAL NON-CURRENT ASSETS \$1,368,488**

**TOTAL ASSETS \$7,619,233**

## LIABILITIES & NET ASSETS

### Current liabilities:

Accounts payable	124,851
Accrued vacation payable	0
Deferred revenue	250,000
Operating lease liability, current portion	133,644

**TOTAL CURRENT LIABILITIES \$508,495**

### Long-term liabilities:

Operating lease liability, net of current portion	448,749
Total long-term liabilities	448,749

**TOTAL LONG-TERM LIABILITIES \$957,244**

**TOTAL NET ASSETS \$6,661,989**

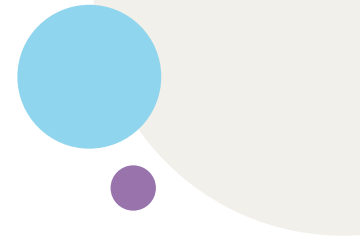
**TOTAL LIABILITIES & NET ASSETS \$7,619,233**



# STRATEGIC VISION

# Blueprint 2025

Charting a path to progress  
with the eczema community



“Blueprint 2025: Charting a path to progress with the eczema community” is the 2021–2025 strategic plan of the National Eczema Association. Our planning process began by describing the long-range purpose and core beliefs that will guide NEA’s decisions and interactions for the next decade and beyond.

## OUR VISION

A world without eczema

## OUR MISSION

NEA is the driving force for an eczema community fueled by knowledge, strengthened through collective action and propelled by the promise for a better future.

## OUR VALUES

- **Transformative:** We embrace the future, think big and are passionate leaders of innovative change.
- **Patient-centered:** We embody the true lived experience of all people affected by eczema, elevate their voices and address their needs.
- **Collaborative:** We will empower one another and work with all those who share our vision for a better future for all those affected by eczema.
- **Truth-seeking:** We rely on science, evidence and reason to inform our evolving understanding of eczema.
- **Accountable:** We are honest, trustworthy, credible and transparent.



# OVERVIEW OF GUIDING ELEMENTS FOR BLUEPRINT 2025

The following five overarching Principles and three Pillars of programmatic focus provide further definition to our plans for meeting the needs and opportunities at this pivotal time (2021–2025) for all those affected by eczema. For more details the full plan can be found on NEA’s website.

## OUR PRINCIPLES

- ➔ NEA endeavors to reach people affected by eczema with accurate, up-to-date information relevant to their needs and interests.
- ➔ NEA commits to fully partner with community members of diverse backgrounds and experiences to create meaningful change for all.
- ➔ NEA empowers people affected by eczema to contribute data from their lived experience that will spark novel insights, enhance understanding of eczema and improve lives.
- ➔ NEA shares its key learnings, focused on experience in the U.S., with the global eczema community to collectively advance the vision of “a world without eczema.”
- ➔ NEA’s Board, staff and volunteers work together to attract greater commitment to and investment in the organization’s mission.

## OUR PILLARS

- Community:** Reach individuals earlier in their care journey, connect them to professionals and peers and inspire them to participate in the mission.
- Knowledge:** Generate and promote information, research and resources that affirm the chronic, serious and heterogeneous nature of eczema and the burdens it imposes, and improve treatment and management of eczema across the lifespan.
- Collective Action:** Mobilize community expertise and evidence to raise awareness, spur development of new treatments, enhance affordability and access to care and treatment, optimize care outcomes and improve quality of life.

The term “eczema community” in our mission statement and throughout the strategic plan refers to people directly affected by eczema (patients, caregivers, care partners, parents, family members), healthcare professionals who provide care to eczema patients, researchers studying eczema, people who work for companies developing and/or marketing products designed to relieve eczema and other allies inspired by NEA’s vision of a world without eczema. The phrase “diverse backgrounds and experiences” is used to reflect NEA’s intention to engage an eczema community inclusive of all forms of eczema, types of symptom expression and degrees of severity and people of different age, racial, ethnic and cultural groups as well as people of all socioeconomic and education levels.



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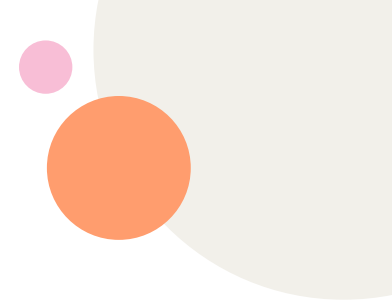
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**National Eczema Association**

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Novato, CA 94945

**Phone:** 800.818.7546 or 415.499.3474

**Email:** [Info@NationalEczema.org](mailto:Info@NationalEczema.org)  
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National  
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Association

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