



National
Eczema
Association

2021 ANNUAL REPORT



FISCAL YEAR ENDING
DECEMBER 31, 2021





LETTER FROM OUR CEO

Dear NEA Community,

2021 was another extraordinary year for the National Eczema Association (NEA), even as we all continued to navigate Covid-19 and other challenges. Through it all, NEA forged ahead in our commitment to serve the eczema community in new and innovative ways.

We remain dedicated to Blueprint 2025, our strategic plan charting a path forward hand-in-hand with the eczema community, and we feel the responsibility of translating the promise of a better tomorrow into meaningful advances today for the 31 million Americans with eczema. Every day, we see the ways in which our work reverberates and changes lives.

It is with great pride that I share NEA's major updates and accomplishments from the last year. My intent is to express our gratitude and to provide a glimpse into the work and progress supported by our many partners and supporters. You move us closer to our vision of a world without eczema, and we couldn't do it without you!

Yours with gratitude,

Julie Block — President & CEO



STRATEGIC VISION



"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.

Blueprint 2025

Charting a path to progress
with the eczema community

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.

Pillar: **Community**

Reach individuals earlier in their care journey, connect them to professionals and peers and inspire them to participate in the mission.

PATHWAY ACCOMPLISHMENTS

1. Increase reach to those affected by eczema, as it occurs alone or in combination with related conditions

- Activated Google Grant and invested supplemental budget in Google Paid Search campaigns to reach entirely new audiences, with over **1.3 million impressions and 56K clicks** March–December 2021.
- Launched segmentation initiative to better understand our audience(s), capture key demographics and provide personalized communications.
- Implemented new tools to acquire and engage EczemaWise users, surpassing goal of **5,000 registered users by 37%**.

2. Provide space for eczema warriors of all ages and backgrounds to connect, share lived experiences and support one another

- **Engaged 565 Expo attendees** at Virtual Expo 2021, optimizing virtual platform to provide increased community sharing opportunities, including “Open Mic” where patients and caregivers shared personal stories, poetry and spoken word.
- Launched NEA Artists section of NEA magazine featuring community visual art, poetry, etc.

3. Collaborate with eczema-informed HCPs to foster referrals from and to NEA

- Automated Eczema Provider Finder renewal process to ensure listings are accurate and up to date.
- Collaborated with The Dermatologist and 11 eczema healthcare providers to create a monthly online continuing education video series.

4. Cultivate community leaders and expand opportunities for them to engage and build their skills

- Obtained Patient Centered Outcomes Research Institute (PCORI) grant in collaboration with the Pediatric Dermatology Research Association (PeDRA) to develop a novel way to engage patients, caregivers and researchers in eczema patient-centered outcomes research.
- **Increased NEA Ambassadors by 92%** over 2020 to 194, with a **218% increase in activations** over 2020.
- Relunched Itching for a Cure (IFAC) and introduced peer-to-peer fundraising curriculum for Ambassadors and board members



Pillar: **Knowledge**

Generate and promote information, research and resources, serious and heterogeneous nature of eczema and the burdens it imposes and improve treatment and management of eczema across the lifespan.



PATHWAY ACCOMPLISHMENTS

1. Equip people and families affected by eczema with relatable information and resources to help them navigate the complex, fast-changing care landscape

- ➔ Introduced **13 website content hubs** on topics including mental health, parenting, TSW, aging and eczema, being a teen, diet & nutrition, etc.
- ➔ Developed and executed comprehensive campaigns around specific topics, such as clinical trials and new drugs, with multi-media content including videos, animation, podcasts, infographics and articles.
- ➔ Launched Eczema Out Loud podcast series, totaling almost **3K total plays in 2021**.
- ➔ Increased longform science/research content with **eight new articles** in 2021.

2. Accelerate innovative research

- ➔ Promoted NEA's survey research in **three peer-reviewed research publications** and **10 scientific abstracts & oral presentations**, with four additional research publications in development or submitted.
- ➔ Provided over **\$515,000 in Research Grant awards**, a **66% increase** in research grant funding over 2020 and launched and awarded a new category—the Impact Grant—focused on collaborative eczema research.

3. Advance a new understanding of the racial diversity of eczema and associated impacts

- ➔ Published findings from Out of Pocket Expenses study on Black vs non-Black costs and financial impacts of eczema in a peer-reviewed scientific journal.
- ➔ Launched the development of a Visual Guide for Atopic Dermatitis resource to aid in the identification of atopic dermatitis across skin tones, disease location, disease severity and patient age.
- ➔ Created a Skin of Color content hub.

4. Support a greater number of HCPs to become more capable and confident in managing eczema patients

- ➔ Launched a new For Healthcare Providers section on the NEA website.
- ➔ Launched **nine new CUBE-C modules** for healthcare providers (specialists and NP/PA) reaching **4,655 learners** to date.



Pillar: **Community 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.

PATHWAY ACCOMPLISHMENTS

1. Amplify the lived experience of individuals affected by eczema

- Created fresh EAM campaign, #This is My Eczema, focused on heterogeneity of eczema with a video that featured **10 diverse community member perspectives and received 48,000 views.**
- Conducted over **100 legislative opportunities** including Town Halls, 1:1 Meetings and Hill Days.
- Increased the number of **Advocacy Ambassadors by 60%.**

2. Transform disease management and decision-making in clinical care settings

- Participated as key stakeholder in the Institute for Clinical and Economic Review (ICER) review of four novel atopic dermatitis therapies.
- Recorded **189 registered users** of EczemaWise referred to the app by their healthcare provider.
- Received competitive grant from Pfizer to determine the definition of a 'flare' from the patient perspective.
- Received funding for exploratory work on the development of an Eczema Action Plan.
- Launched NEA survey on shared decision making, capturing data from **1,387 respondents.**
- Fostered relationships with professional societies, including partnerships with the Society of Dermatology Physician Assist (SDPA), American

College of Allergy, Asthma and Immunology (ACAAI), National Medical Association (NMA) and Pediatric Dermatology Research Association (PeDRA).

3. Establish and advance a state and federal policy agenda to address patients' unmet needs

- Joined advocacy coalitions including State Access to Innovative Medicine (SAIM), Partnership to Protect Coverage (PPC) and All Copays Count.
- Engaged Advocacy Ambassador in the development of an I AM BIO (Biotechnology Innovation Organization) Video.
- Submitted over **80 letters of Support** on legislation aligned with NEA's Policy Priorities.
- Started engagement with federal agencies National Institute of Allergy and Infectious Diseases (NIAID) and National Institute Arthritis and Musculoskeletal and Skin Diseases (NIAMS).

4. Expedite and improve patients' access to quality care and treatment

- Facilitated the testimony of a NEA Ambassador at an Oregon state hearing resulting in utilization management bill (HB 2517) being signed into law.
- Co-hosted two managed care and insurance payer (new target audience for NEA) roundtables to help improve communication and foster collaboration between managed care decision makers and health care providers within the AD space.

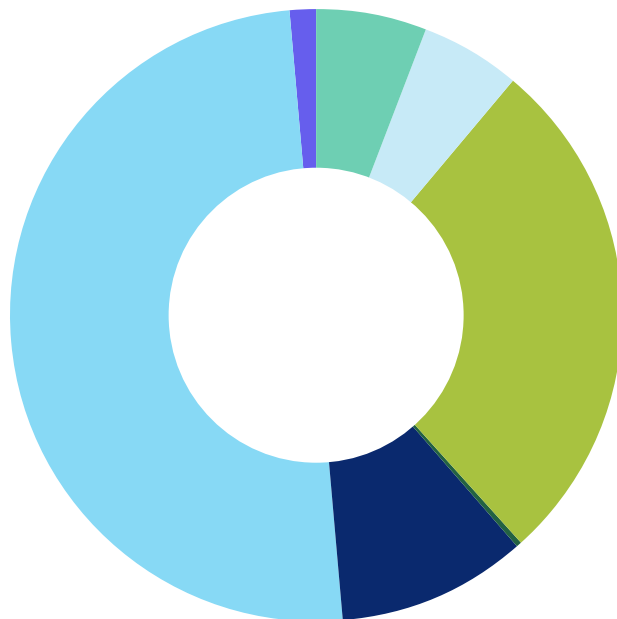
5. Build a diversified and sustainable revenue pipeline

- Selected a new financial advisor, First Republic, and consolidated all investment accounts.
- Relunched IFAC focused on raising funds for the NEA Research Fund and **raised nearly \$20,000.**
- Increased number of Corporate Council members 28%, resulting in a **26.5% increase in Corporate Council membership revenue.**
- Increased funded research partnerships from **three in 2020 to 10 in 2021.**
- Secured new advertising partner to expand NEA advertising program and increase advertising revenue.
- Exponentially increased Board involvement in fundraising and bringing in new donors
- Launched NEA Research Fund and raised \$94,000.
- Improved donor retention improved from **37% in 2020 to 51% in 2021.**

FINANCIALS

Statement of Activities | Fiscal Year Ending December 31, 2021

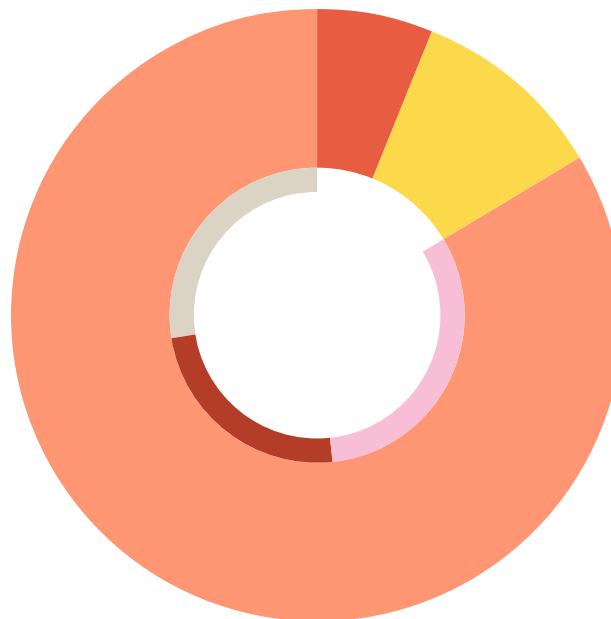
INCOME



Individual Contributions	356,114
Grants	317,400
Service Program	1,633,825
Awareness Events	19,719
Live Events/Conferences	605,594
Corporate Sponsorships	3,014,852
Publications & Brochures	70,680

TOTAL \$5,679,386

EXPENSES



Administration	268,986	6.3%
Fundraising	435,742	10.1%
Programming	3,598,338	83.6%
Support & Education	-	32.1%
Awareness	-	24.0%
Research	-	27.5%

TOTAL \$4,303,066

ASSETS

Current assets:

Cash and cash equivalents	2,470,560
Investments	5,519,680
Accounts receivable	311,060
Prepaid expenses & other current assets	11,759

TOTAL CURRENT ASSETS \$8,313,059

Non-current assets:

Fixed assets, net of accumulated depreciation	1,057,315
Operating lease, right-of-use asset	461,514

TOTAL NON-CURRENT ASSETS \$1,518,829

TOTAL ASSETS \$9,831,888

LIABILITIES & NET ASSETS

Current liabilities:

Accounts payable	196,076
Accrued vacation payable	0
Deferred revenue	385,000
Operating lease liability, current portion	119,724

TOTAL CURRENT LIABILITIES \$700,800

Long-term liabilities:

Operating lease liability, net of current portion	341,790
Total long-term liabilities	341,790

TOTAL LONG-TERM LIABILITIES \$1,042,590

TOTAL NET ASSETS \$8,789,298

TOTAL LIABILITIES & NET ASSETS \$9,831,888

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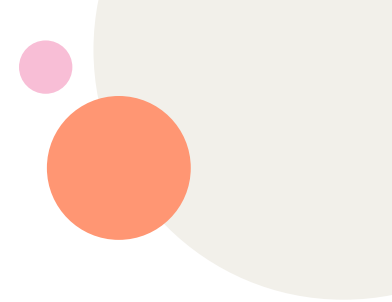
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