



*Creating Better Lives Today ...
One Child at a Time*



www.kidswithfoodallergies.org

A 501(c)(3) tax-exempt nonprofit organization



2008: A Year of Growth and Stability

Kids With Food Allergies is dedicated to creating better lives—today—for children with food allergies. As one of the largest organizations for families managing food allergies, we offer parents the latest information, helpful food and cooking advice, and a community of support to help families raise healthy, happy, well-nourished children. And because no parent should feel alone, KFA provides hope, comfort and friendship — 24 hours a day, seven days a week.

Highlights From 2008

More educational resources for families. Our Web site showed continued growth, including more informational resources, food and cooking guides, and news about food allergies—all offered as practical help to families raising children with food allergies.

Families helping families. Every day we ensure that KFA is a welcoming place to visit, learn, create and share with other families who truly understand the trials and joys of raising a child with food allergies.

Continued growth. KFA is a recognized leader in food allergy education and support. During the year, membership, Web site visits and e-newsletter subscriptions continued to grow—clear evidence that we are filling a need for families to stay informed and connected with others.

Increasing financial stability. Volunteers stepped forward in 2008 to organize several fundraising efforts, all of which helped KFA end its year stronger than any prior years. Also, the organization continues to operate economically by delivering most of its services via the Internet—thereby reaching the largest number of families nationwide and saving on costly overhead expenditures.

KFA is a growing community of parents, health care professionals and businesses joining together to offer a World of Support for thousands of families nationwide and beyond. We thank you for your help this past year and look forward to your support again this year as we strive to assist even more families raising children with food allergies in 2009.



Lynda Mitchell
President, Kids With Food Allergies
Mom to a 19 year old with food allergies



2008

Annual Report

www.kidswithfoodallergies.org

PROGRAM HIGHLIGHTS □ ■ □



■ Education Program

Strengthened educational offerings through twice-monthly educational e-newsletters; published numerous new articles on topics including celebrating holidays, food protein-induced enterocolitis syndrome (FPIES) and sesame allergy; expanded New Allergy Friendly Foods for Kids Special Report to twice yearly.

■ Peer Support Program

Strengthened peer support program by recruiting additional parent volunteers; created new support forums based on member needs, including help with celebrating birthdays and special occasions; and expanded support through the organization's Facebook group.

■ Food and Cooking Assistance Program

Enhanced food and cooking support with expansion of Safe Eats recipe database with 1,000 recipes; published additional educational articles on grocery shopping, label reading, using safe substitutes in recipes and cross-contamination issues.

■ Outreach

Continued to increase visibility by exhibiting at three allergy professional conferences and one national dietitian conference. Expanded KFA awareness through distribution of 35,000 brochures about KFA to physicians, dietitians, schools and daycares. Updated Web site with fresh content to keep pace with increasing popularity and demand for services. KFA received nearly 800,000 visits in 2008, a 28% increase from 2007.

How has KFA impacted lives?

"This caring community has made life better for our whole family during the last 18 months. My son's diagnosis came from the allergist but all of the practical advice of how to live day to day came from the real experts in KFA support forums and the excellent resources on this site. Your willingness to share your own experiences and the wisdom that comes with it is a gift all year long. My stress levels are lower and my children's lives more normal because of all of you. Words cannot express how grateful I am for the kind people of KFA!"

— Mom of a food allergic child

KFA AT WORK □ ■ □

Mission

Kids With Food Allergies' mission is to foster optimal health, nutrition and well-being of children by providing education and a caring support community for their families and caregivers.

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KFA's Web site is certified by the Health on the Net (HON) Foundation for meeting its code of conduct for trustworthy health information.

Certified 04/2009

www.kidswithfoodallergies.org



HOW HAS KFA IMPACTED LIVES?

We asked our members to tell us how KFA has impacted their lives. Here is one of the many responses we received:

- *I'm not alone anymore. It's not me against the daycare, the doctors, the in-laws. I have people to turn to who are speaking my same language and intimately know what I have been through.*
- *My daughter's diet is broader and healthier than it would be if I were in this alone. I've learned about alternative foods I never knew existed before I joined KFA. And I'm much more proficient in the kitchen with the help of my friends at KFA.*
- *My daughter is included more in special occasions and activities because I'm more confident speaking about food allergies and can better advocate for my daughter at preschool because of the support I get at KFA. I am more prepared for holidays and birthday parties with the ideas and tips I get from other parents at KFA.*
- *The exchange of knowledge at KFA has enriched my dialog with my daughter's allergist, allowing me to be better prepared at appointments and ask more specific questions.*

2008 FINANCIALS AT A GLANCE

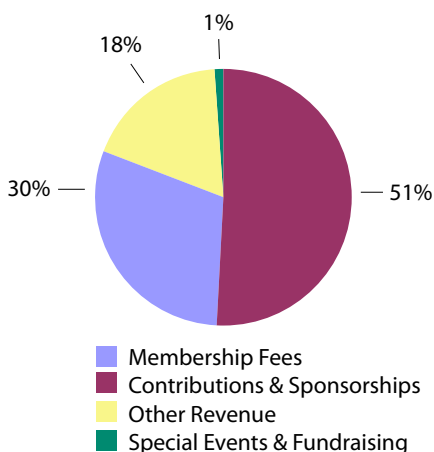
Financially, 2008 was the most successful year in KFA's young history. And once again, good stewardship of funds raised helped KFA operate cost effectively while maximizing offerings to members and supporters.

Total Revenue: \$135,815

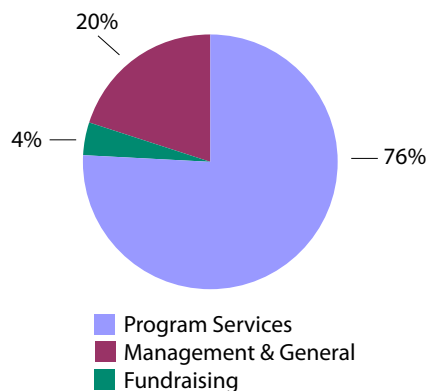
Total Expenses: \$108,412

These charts do not include in-kind contributions of goods or services, nor do they include the monetary value of time rendered by volunteers. Because a substantial part of KFA's services are provided by volunteers, program expenses are lower than the national average as compared to other nonprofit organizations.

Sources of Revenue



Breakdown of Expenses



2008
Annual Report

Thousands of families now turn to Kids With Food Allergies to connect and share, get help with food and cooking, learn how to live better, and stay up-to-date with the latest allergy news.



“The most important thing that KFA has brought to my family is that we are not alone! Realizing there is dedicated support and information about living with my daughter’s food allergies is a comfort!”

— Mom of a food allergic child



It’s Easy to Support Kids With Food Allergies!

KFA depends on financial contributions large and small to meet growing demand for its services and to ensure its continued success in helping families nationwide.

Here are a few easy ways to get involved:

- Make a donation — any amount counts!
- Hold a fundraiser on behalf of KFA — call us to explore the options
- Volunteer your time and talents

Donations can be made online—just go to www.kidswithfoodallergies.org and click on “Donate,” call us at 215-230-5394 or send a check to:

**Kids With Food Allergies, Inc.
73 Old Dublin Pike, Ste. 10, #163
Doylestown, PA 18901**

Donations are tax-deductible to the extent of the law. Kids With Food Allergies is a tax-exempt charity. Tax ID# 20-0330119