



2010
ANNUAL REPORT



EMPOWERING FAMILIES
to Create a Safe and Healthy
Future for Their Children

kidswithfoodallergies.org | A 501(c)(3) tax-exempt nonprofit charity



president's message

Lynda Mitchell

President, Kids With Food Allergies Foundation



Dear Friend of Kids With Food Allergies Foundation,

Thank you for your generous support of our mission in 2010. This report shows how we have used your donation to better the lives of families raising children with food allergies.

Our key accomplishments in 2010 included:

- 1. Partnering on food allergy research studies.** We expanded and diversified our KFA medical advisory team. This year we collaborated on two important research studies: one looked at parental knowledge and opinions of oral immunotherapy and the other study examined medical management of anaphylaxis. We are pleased to have had the opportunity to work with our medical advisors to help advance knowledge that will lead to improved health and safety of children with food allergies in the future!
- 2. Expanding support available to the food allergy community.** All of our online support forums are now open to anyone who needs them at no charge. This means that all families have ready access to information and resources they need to help keep their child healthy and safe. Every year KFA helps thousands of families better understand their child's food allergies, how to prepare for and prevent allergic emergencies and how to keep their child healthy despite their dietary restrictions.
- 3. Refining our mission and assessing our services.** We refined our mission statement to better communicate our efforts in helping the food allergy community. To better reflect our focus, we changed our name from Kids With Food Allergies to Kids With Food Allergies Foundation. We also launched a study of our site's users to understand their preferences and level of satisfaction with KFA. Eighty-nine percent of respondents were very or somewhat satisfied with KFA in helping them deal with food allergies. Ninety-five percent would probably or definitely recommend KFA to other families raising children with food allergies.

Thank you for your support of our 2010 work in educating and supporting families to keep their children healthy and safe. Please renew your gift today—we have even more exciting plans for 2011! Our future accomplishments will only be possible with generous donations from individuals like you who care about creating a safe and healthy future for children with food allergies.

Warm regards,

Lynda Mitchell, President
Mom to a college sophomore with food allergies

2010 Survey Highlights

- Respondents had an 89% approval rating when asked if KFA helps them deal with food allergies.
- 95% of all respondents said they would recommend Kids With Food Allergies Foundation to other parents raising children with food allergies.



PROGRAM HIGHLIGHTS 2010

New Educational Tools

- We published a new online tutorial based on our popular e-book, "From Confusion to Confidence," for those getting started with a new diagnosis of food allergy.
- We also published "Practical Food Allergy Management: A Quick Guide," a one-page handout that contains essential information for parenting a child with food allergies, including how to apply prevention and preparedness to managing food allergies.

New Support Community Offerings

- Our popular online support community was opened to the general public and no longer requires a Family Membership subscription.
- We launched a new YouTube channel with videos that feature parents sharing their insights and stories about issues related to parenting children with food allergies.

Supporting Food Allergy Research

- Working with some members of our medical advisory team, we assisted with survey design, data collection and analysis for two food allergy research studies: one regarding parent perceptions about oral immunotherapy for treatment of food allergy, and the second regarding food-related allergic reactions and anaphylaxis management. Both were accepted for poster presentations at the American Academy of Allergy, Asthma and Immunology in March 2011.

Outreach

- We hosted two family expos this year: one in Philadelphia and the other in Houston.
- We continued to increase visibility by exhibiting at three allergy professional conferences; expanding our presence on Facebook and Twitter; and distributing 25,000 brochures to physicians, dietitians, schools and daycares.

KFA's website received 800,000 visits in 2010 and membership grew to 23,000.

We improve the day-to-day lives of families raising children with food allergies and empower them to create a safe and healthy future for their children.

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Address

Kids With Food Allergies Foundation
 73 Old Dublin Pike, Ste. 10, #163
 Doylestown, PA 18901
 (215) 230-5394 (office)
 (215) 340-7674 (fax)



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

Recertified April 2010.



Mandi Albert's daughter

CREATING A SAFE AND HEALTHY FUTURE FOR CHILDREN

Thanks to KFA, Mandi Albert knew just how to respond when her daughter developed an anaphylactic reaction

Mandi Albert's daughter was just three weeks old when she developed a rash all over her body. At five weeks, she was diagnosed with severe eczema. Under a recommendation, Mandi eliminated dairy from her diet.

"That's how it all began," she recalls.

Eventually, Mandi removed several foods from her own diet and tried numerous treatment options for her daughter's skin. As her daughter got older, she refused solid foods, demonstrated gastrointestinal problems and had growth issues. By 28 months, the family had seen their fair share of specialists and conducted countless hours of research.

"I found Kids With Food Allergies when my daughter was at her worst. I didn't know how or what I could feed her so she could grow and become the happy, healthy baby she started life out as," Mandi discloses. "I wasn't getting helpful information from anyone."

As she was searching for answers and helpful, reliable information, Mandi came across Kids With Food Allergies Foundation. She stresses that she has learned a lot from the stories people share about day-to-day life and crisis situations. KFA online support and educational resources have increased her confidence in living life with food allergies and responding to emergency circumstances, such as anaphylaxis.

"The greatest success my involvement with KFA has helped me achieve is saving my daughter's life. When an anaphylactic reaction developed, I was confident and calm and did what I needed to do. I knew what was happening, I knew how to respond and I knew I needed to respond quickly," she explains.

It truly helps to connect with other families who understand and are going through the same situation, remarks Mandi. KFA provides a place for parents to ask questions, gain support, vent their frustration and help others on their journey.

It helps to keep me from getting totally stressed out, which helps me to be a better person in all of my relationships," she shares.

There are a lot of unknowns and contradictions when it comes to food allergies, but Mandi strives to do what is best for her daughter—even when it's hard to determine what that is sometimes.

She encourages other parents of children with food allergies to educate themselves and become their family's best advocate.

Every day, KFA's small staff and large team of online volunteers (more than 40!) work to get parents like Mandi on the right path to managing their children's food allergies. Information sharing emphasizes prevention of and preparedness for allergic reactions, as well as keeping children safe, healthy and included in everyday activities.

What success has your involvement with KFA helped you achieve?

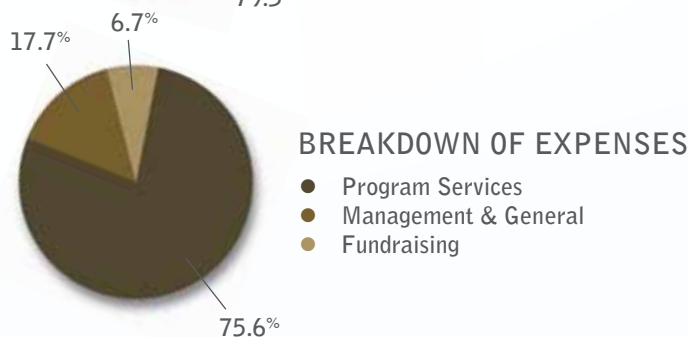
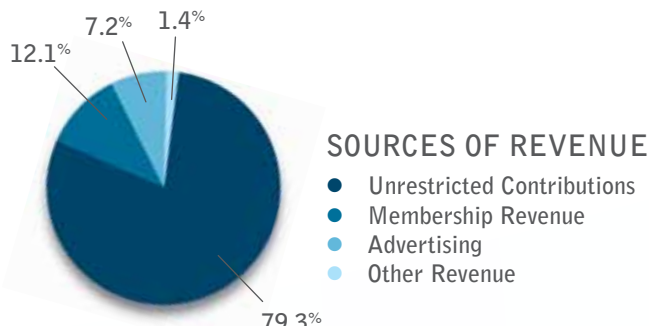
"I am much more confident in my ability to advocate for my child. I don't force others to conform to our world, but KFA has taught me how to help my son live with confidence in a world that isn't always safe for him."

2010 FINANCIALS AT A GLANCE

With the support of its donors, sponsors and members, KFA had its sixth straight year of increasing revenues as compared to prior years. Once again, good stewardship of raised funds helped KFA operate cost effectively while maximizing offerings to the food allergy community.

These charts include in-kind contributions of goods and services, but they do not 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.

2010 Revenue and Expenses



KFA Staff

Heather Abbott
Tanya Bumgardner
Melanie Carver
Michele Cassalia

Melanie Croft
Deanna Graham
Cristina DeMatteo

Lynda Mitchell
Beth Puliti
Wendy Rees

Volunteers

In 2010, volunteers contributed 9,100 hours, valued at \$196,213 according to the Independent Sector. The vital and valued work of volunteers helps KFA accomplish its mission in ways it would not be able to otherwise. In addition to the volunteers listed here, volunteers also serve on the KFA board of directors and the KFA medical advisory team listed on page 3.

Sara Atkins
Ali Beckwith
Jen Blanford
Carrie Calvert
Megan Clarke
Karen Conway
Tiana Dixon
Megan Falciani
Lucy Feuerstein
Ruth Galligan
Serena Garges

Dana Garson
Jill Gentry
Christina Gibson
Laura Giletti
Melissa Gniazdowski
Julie Godnik
Ahuva Goldbaum
Deanna Graham
Amnesty Hadley
Elyse Hahne
Kathryn Hankins

Laura Healy
Ellie Herrera
Tammy Hock
Jill Hornig
Jenny Huang
Amy Hugon
Jennifer Hulett
Allison Inerro
Sherry Jenkins
Kristin Johnston
Diana Lande

Jenine Lawton
Anne McGroarty
Valerie Mis
Maia Moore
Linda Morgan
Christine Moskowicz
Angela Ostland
Kathy Przywara
Carrie Sabo
Cristi Schwamb
Mariah Spry

Susan Swift
Melissa Taylor
Amanda Turbyfill
Lora Ung
Amy Wallace
Christine Watson
Kristie Wees
Yael Weinstein
Kandice Williams

What success has your involvement with KFA helped you achieve?

“Through my involvement with KFA, I have learned about a new butter-like product when it came out and I went straight to our local organic market so they could get it. I am able to create holiday meals for all to enjoy. I have learned what to prepare for school and how to ask the most helpful questions.”



What success has your involvement with KFA helped you achieve?

“The greatest success that my involvement with KFA has helped me achieve is saving my daughter’s life. When an anaphylactic reaction developed, I was confident and calm and did what I needed to do. I knew what was happening, I knew how to respond, and I knew I needed to respond quickly.”

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Whole Foods Market, North Wales, PA

Creating a Safe and Healthy Future for Children



FAMILY FUN DAY AND EXPO

What do you see as the most valuable aspect of being involved with KFA?

"I have learned so much from the stories that people share about day-to-day life as well as crisis situations. Being involved with KFA increases my confidence in living life with food allergies as well as in responding to emergency situations such as anaphylaxis."

Donations fund the development of educational materials and strengthen the online support groups we foster on our website. Your donation gives families a place to go to develop the skills they need to keep their children safe, happy and well-nourished, now and in the future.

Make a donation by going to: kidswithfoodallergies.org

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Kids With Food Allergies Foundation
73 Old Dublin Pike, Ste. 10, #163
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