



PRESS KIT

Kids With Food Allergies (KFA) welcomes inquiries from journalists. We can help provide you with information about food allergies, or connect you with members of our [Medical Advisory Team](#) or with parents raising children with food allergies and related conditions.

Media Contact

Lynda Mitchell, Founder and CEO
215-230-5394

[Email](#)

Media Contact (Sponsorships and Advertising)

Sponsorships and advertising is available for our website, e-newsletters and for local events. Michele Cassalia, Director of Sponsorships and Advertising
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Headquarters

Doylestown (Bucks County) Pennsylvania

Mailing Address

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Mission

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.

History

Kids With Food Allergies, Inc. (KFA) actually began as a listserv called Parents of Food Allergic Kids, or POFAK™, in September 1998. By 2000, membership reached more than 1,000. Based on this growth, it was obvious that an organized, professionally-led effort was necessary to provide trustworthy food allergy information, food and cooking help, and peer support to families, many of whom are isolated and wanting to connect with other families like them. In 2005, KFA was launched as a tax-exempt 501(c)(3) charity.

Today, KFA is one of the largest charities serving parents of food-allergic kids, offering a powerhouse of support resources to its members. POFAK™ still remains as the peer support community for parents to communicate and educate, as well as to provide a “world of support” to those learning to adapt to and live a food allergy lifestyle.

[\[More Information About KFA History\]](#)



Facts About the Organization

- An estimated three million children in the U.S. now have food allergies, many of whom are children of young, parents who turn to the Internet for food allergy information, news and support.
- Organizational growth mirrors the recent, unprecedented rise in food allergies and the use of the Internet for seeking health information:
- KFA has over 24,000 members, with 500 new members joining each month.
- The www.kidswithfoodallergies.org website receives 35,000 unique visitors, 70,000 total visits monthly, and its busy online support forums generate 170,000 page views each month with about 300 messages posted by members daily. The allergy friendly *Safe Eats* recipe database houses more than 1,000 recipes.
- KFA does not raise money for research for a future cure for food allergies. Instead, KFA focuses on creating better lives for children *today* by providing emotional and social support to families, education and food/cooking assistance.
- KFA's Community Manager is a social worker. Volunteer parents of children with food allergies, staff KFA's peer support forums (message boards). Volunteers do not provide medical advice, as they are not medical professionals. However, they do provide information and emotional support so parents can make more informed decisions, prepare safe meals, and advocate for their children's health and well-being.
- The organization is governed by a seven-member volunteer Board of Directors and is guided by a 13-member Medical Advisory Team. The KFA Medical Advisory Team independently reviews and recommends allergy books for the [Kids With Food Allergies Book Shop](#), composes and reviews educational [Resources](#), screens [Allergy Links](#) for approval, and provides general guidance for the POFAK™ peer support forums.
- The Chief Executive Officer leads the day-to-day operations of the organization and manages the operations with six part-time staff.

Programs and Services

KFA helps children with food allergies and their families cope with dietary restrictions, lifestyle adjustments, fear and isolation through education, peer support, food/cooking assistance and outreach programs.

- **Education Program**
KFA's Educational program is focused on providing reliable and accurate health information to parents and caregivers which, in turn, benefit the health and well-being of children with food allergies.
- **Peer Support Program**
Parents of Food Allergic Kids (POFAK™) online support groups offer peer-to-peer emotional and social support as well as food and cooking assistance. The support groups are staffed by parent volunteers who know first-hand the day-to-day challenges of raising a child with food allergies.



- **Food and Cooking Assistance Program**

In a society that revolves around food, finding safe recipes and preparing safe foods for a child with food allergies is of primary concern. KFA offers food and cooking-focused educational materials, a searchable Safe Eats™ recipe database, an Allergy Buyer's Guide and other offerings to address the critical concern of families: "What can I feed my child?"

- **Outreach**

KFA's outreach efforts focus on providing quality education about food allergies, and raising awareness of KFA's programs for families nationwide. Outreach is achieved through social media (10,000 supporters on Facebook; 1700 followers on Twitter and a KFA YouTube Channel) and through our twice-monthly e-newsletter with over 20,000 subscribers.

Membership Profile

- Most of the organization's 24,000 members are English-speaking mothers of childbearing age with babies, toddlers and preschoolers.
- Eighty percent of all members have no local support group.
- Members are savvy consumers with a key interest in learning about safe products and foods for their children.

Chief Executive Bio

Lynda Mitchell received her Master's degree in Health Information Management with a certificate in Health Informatics from the College of St. Scholastica in Duluth, Minnesota. She has 20 years' experience in hospital management, consulting, teaching at the college level and in conducting training sessions and educational seminars. Her son, now a teenager, developed multiple, severe food allergies as an infant when there was virtually no information or support available for those raising children with food allergies. In 1998 she helped start the Parents of Food Allergic Kids (POFAK) online support group to connect other parents for peer support, information, tips and coping strategies. In 2004 she founded Kids With Food Allergies to better serve the growing needs of the many parents raising a child with food allergy who turn to the Internet for peer support and health information for raising their food allergic children. Mrs. Mitchell received her B.S. from Temple University (summa cum laude). She lives in Bucks County, Pennsylvania with her husband, a retired naval officer, her son and her two Labrador Retrievers.

Recent News Stories About or Mentioning Kids With Food Allergies

December 2010

[Babble.com Selects KFA's Facebook Page as One of its 50 Best Facebook Pages for Parents for 2010](#)

September 2010

Suburban Life Magazine [All Star: Comfort Food](#)

September 2010

The Philadelphia Inquirer [A Day for Children with Food Allergies](#)



September 2010

Babytalk Magazine [What's Up With the Food Allergies](#)

June 2010

QSR Magazine [Restaurants Keep Customer Food Allergies and Intolerances in Mind](#)

May 2010

New York Times [Food Allergies Take a Toll on Families and Finances](#)

May 2010

WebMD [Study: Food Allergy Guidelines Needed; Overdiagnosis Common With Skin, Blood Testing](#)

[\[More Information about KFA in the News\]](#)

Testimonials

"KFA changed my perspective on food allergies. I used to have more fear and frustration. KFA helped me see that the difficulties surrounding food allergies can be met and overcome. I feel so much less limited and so much more empowered."

"I recommend KFA to anyone who knows someone struggling with food allergies. It is truly a world of support."

"KFA provides hope, encouragement, and a forum for parents to get the support of other parents who are facing similar challenges. It is nice to know you are not alone."

Financial Information

- **Funding Sources**

Charitable donations; corporate sponsorships; educational grants; e-newsletter advertising; Family Membership subscription fees; sales of logo items and merchandise; royalty revenue from purchases made at Amazon.com.

- **Stewardship**

In 2009, Kids With Food Allergies allocated 85 percent of its expenditures for education, peer support, food/cooking assistance and outreach programs.

- [Annual Report \(2009\)](#)

- **Tax ID (EIN)** 20-0330119

- **Year of Advance Determination from IRS:** 2004

- **IRS Form 990** available at <http://www.guidestar.org>

[\[More Information about Funding\]](#)