



APS Foundation of America, Inc.

Post Office Box 801

La Crosse, Wisconsin 54602-0801

Office: 608-782-2626

Fax: 608-782-6569

2009 Year in Review

(These are in no particular order.)

- ◆ Maintained 501(c)3 Non Profit Status granted under Section 170, 2055, 2106, 2522. We also were granted an advanced ruling as a Public Charity.
- ◆ Filed Taxes.
- ◆ Registered to solicit in the states we were required to do so.
- ◆ Made all brochure & booklets that have bibliographies available – available online.
- ◆ Published quarterly newsletters that are available free to the public on our website – benefited at least 200,000 people.
- ◆ Donated & Mailed Brochures & Booklets –benefited at least 20,000 people.
- ◆ Donated Printed Publications to Public Libraries – Unknown number of people benefited.
- ◆ Invited to several large professional medical conferences.
- ◆ Networking with other Non-Profit Organizations and medical professionals.
- ◆ Maintained our Webpage –benefiting 76,839 people based on the index page.
- ◆ Maintained the forum to make it more user friendly – benefiting 183,844 people.
- ◆ Maintained HONCode Certification on APS Foundation of America, Inc.
- ◆ Maintained HONCode Certification on APS Friends & Support Forum.
- ◆ Started and maintain several blogs on various servers to get awareness out – benefited at least 200,000 people.
- ◆ Launched press releases – benefited at least 50,000 people.
- ◆ Launched Radio Public Service Announcements – benefited at least 5,000.
- ◆ Fundraisers:
 - Café Press – approx 400 items sold
 - Holiday Items:
 - Giving Tree – 38 participated
 - Café Press Collectors Edition – 3 participated
- ◆ Made Press in 5 different media venues that we are aware of – at least 100,000,000 people benefited:
 - House, MD – “Instant Karma” (original air date: 10/15/09) – benefited at least 16,000,000 people.
 - Death of Tom Sparks due to APS – picked up by AP Wire - unknown how many people benefited. (Picked up on TV, radio, internet, newspapers & social networking sites.)
 - Mystery Diagnosis – “Falling Through the Cracks” (re- aired several times, original air date: 3/6/2006) - unknown how many people benefited.
- ◆ Number of Friends of APSFA: 35 benefited.
- ◆ Forum Information:

www.apsfa.org
apsfa@apsfa.org

- Average Number of Visitors: 4,671/month - High: 5,526 - Low: 4,030
- Average Number of Visits: 13,121/month – High: 15,724 – Low: 11,143
- Average Max Online: 15/month – High: 22 – Low: 11
- Average Page Views: 46,850 – High: 59,509 – Low: 32,719
- Average Number Posts: 1,188/month – High: 1967 – Low: 690
- Average Number of Private Messages: 152 – High: 269 – Low: 37

Recommendations:

- ◆ Continue to find more avenues for fundraising.
- ◆ Continue to collaborate with more organizations (both lay & professional).
- ◆ Attend or have materials available for more conferences.
- ◆ Apply for more grants.
- ◆ Continue to search for more medical advisors.
- ◆ Consider getting APS mentioned in more publications, including magazines.
- ◆ Consider making more videos and podcasts.
- ◆ Consider tapping in more social networking sites.
- ◆ Consider making June 9th World APS Awareness Day.
- ◆ Consider going to a Board of Directors of 5, including one medical advisor & one public non-APS person.



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Our Mission Statement

Founded in June 2005, the APS Foundation of America, Inc. is dedicated to fostering and facilitating joint efforts in the areas of education, support, public awareness, research and patient services in an effective and ethical manner.

Our Goals

- To offer understanding and support to individuals, family, friends and care givers of people with Antiphospholipid Antibody Syndrome
- To offer information and education on Antiphospholipid Antibody Syndrome and the disabilities it can cause
- To support research regarding Antiphospholipid Antibody Syndrome by keeping the latest information available and referring people to such agencies who do research
- To raise funds to provide information and education through public donations, grants, fundraisers, sponsorships and bequests
- To bring national focus on Antiphospholipid Antibody Syndrome in the United States.

The APS Foundation of America, Inc. is the only United States nonprofit health agency dedicated specifically to bringing national awareness to Antiphospholipid Antibody Syndrome (APS), the major cause of multiple miscarriages, thrombosis, and young strokes and heart attacks. We are a volunteer-run, community-based, non-profit organization.

Women are more likely than men to be affected by APS. Some estimates say that 75% to 90% of those affected are women. For example, it has been estimated by some doctors that one third of all of young strokes (defined as under the age of 50) are due to APS.

In obstetrics it is estimated by some doctors that up to 25% of all women with 2 or more spontaneous miscarriages have APS. Some doctors believe that 1 in 5 of all Deep Vein Thrombosis (DVTs), Pulmonary Embolisms (PEs), and even worse, amputations are due to APS. And it is believed that 40-50% of patients with Lupus also have APS. Still, with these statistics, APS rarely is discussed as a women's health issue and is misdiagnosed often. Therefore the total number of people affected and true statistics are unknown really.

Antiphospholipid Antibody Syndrome (APS) is an autoimmune disorder in which the body recognizes certain normal components of blood and/or cell membranes as foreign substances and produces antibodies against them. There are two known forms of APS. APS may occur in people with systemic lupus erythematosus, other autoimmune disease, or in otherwise healthy individuals. Sadly, when most people hear about APS and it being referred to as autoimmune disease, they incorrectly confuse the terms autoimmune with acquired immune deficiency syndrome (AIDS); or they think this is a form of cancer.

This lack of knowledge and awareness results in needless suffering for persons with APS. Misdiagnosis and / or delayed diagnosis usually result in damage to vital organs. The need to bring a national attention to APS as a common factor in multiple miscarriages, thrombosis, young strokes and heart attacks is vital in order to bring a joint effort to research, funding, early detection, and eventually, prevention and cure for APS.

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As of 12/31/2009 the Board of Directors are:

Christina M. Poblman

President & Treasurer

Post Office Box 801

La Crosse, WI 54602-0801

Ph: 608-782-2626

Salary: NONE

Heidi A. Ponagai

Vice President

Post Office Box 801

La Crosse, WI 54602-0801

Ph: 608-782-2626

Salary: NONE

Cindi Brookes

Secretary

Post Office Box 801

La Crosse, WI 54602-0801

Ph: 608-782-2626

Salary: NONE

APS Foundation of America, Inc.
Balance Sheet
As of December 31, 2009

	Total
ASSETS	
Current Assets	
Bank Accounts	
Associated Bank	12,808.18
CD - Associated Bank	5,021.33
Money Market - Associated Bank	5,005.10
Money Market - Wachovia	0.00
Total Bank Accounts	\$22,834.61
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
In Kind Donations	0.00
Inventory	0.00
APSFA Pins	0.00
Books	0.00
Pens	62.37
Pins	18.00
Postcards	0.00
Total Inventory	80.37
Prepaid Expenses	0.00
Forum 2009	410.00
Minimum Balance	100.00
Sunshine Fund	240.00
Website 2009	430.00
Total Prepaid Expenses	1,180.00
Undeposited Funds	727.84
Total Other Current Assets	\$1,988.21
Total Current Assets	\$24,822.82
Fixed Assets	
Equipment	2,110.64
Equipment - Acc'd Depreciation	-1,638.06
Software	1,513.60
Software - Acc'd Depreciation	-1,336.52
Total Fixed Assets	\$649.66
TOTAL ASSETS	\$25,472.48
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	

	Total
Opening Balance Equity	0.00
Retained Earnings	23,847.10
Net Income	1,625.38
Total Equity	\$25,472.48
TOTAL LIABILITIES AND EQUITY	\$25,472.48

Wednesday, Aug 25, 2010 03:34:46 PM GMT-5 - Cash Basis