



APS Foundation of America, Inc.

Post Office Box 801

La Crosse, Wisconsin 54602-0801

Office: 608-782-2626

Fax: 608-782-6569

2010 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.
- ◆ Updated APSFA Booklet and reprinted it.
- ◆ Updated the APS Foundation of America, Inc brochure and reprinted it.
- ◆ 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 400,000 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.
- ◆ Attended 13th International Congress on Antiphospholipid Antibodies.
- ◆ Bronze Sponsor for the 13th International Congress on Antiphospholipid Antibodies.
- ◆ Sponsored & provided the prize for the winner of the Young Investigators Award presented at the 13th International Congress on Antiphospholipid Antibodies.
- ◆ Sponsored the Autoimmune Diseases Summit: The Global State of Autoimmunity Today.
- ◆ Attended the What Every American Needs to Know about Autoimmune Disease sponsored by the AARDA in both MA & MO.
- ◆ Represented at the Annual Venous Disease Coalition Meeting.
- ◆ Represented at the UC Davis Health System: Update on the Management of Thromboembolic Disorders.
- ◆ Represented at the American College of Rheumatology Annual Meeting
- ◆ Represented at the Lupus Foundation of America, Philadelphia Tri-State Chapter Living Well With Lupus Symposium.
- ◆ Represented at the AARDA Global Summit: The Global State of Autoimmunity Today at the Church Center for the United Nations in New York.
- ◆ Became members of the Coalition to Prevent Deep Vein Thrombosis.
- ◆ Networking with other Non-Profit Organizations and medical professionals.
- ◆ Maintained & redesigned our webpage to make it more user friendly – benefiting 142,143 people based on the index page.
- ◆ Maintained the support forum – benefiting 189,281 people.
- ◆ Created more designs for our Café Press Store to give clients more purchasing options.

www.apsfa.org

apsfa@apsfa.org

- ◆ Maintained HONCode Certification on APS Foundation of America, Inc.
- ◆ Maintained HONCode Certification on APS Friends & Support Forum.
- ◆ Earned the GuideStar Exchange Seal: Partner in Trust.
- ◆ Awarded “The Hope Reward”. Our website now joins a select group of health websites that adheres to the highest standards of health information quality, ethical behavior, and respect for consumer privacy.
- ◆ Working on obtaining the Better Business Bureau Accredited Charity Status.
- ◆ Maintained several blogs & pages on various social networking sites on various servers to get awareness out – benefited at least 500,000 people.
- ◆ Launched June 9th as World APS Awareness Day.
- ◆ Continued June as APS Awareness Month.
- ◆ Launched press releases – benefited at least 50,000 people.
- ◆ Launched Radio Public Service Announcements – benefited at least 1,000,000.
- ◆ Fundraisers:
 - Café Press – approx 370 items sold
 - World APS Day Items – approx 30 items sold
 - APSFA’s 5 Year Birthday Party – 17 participated
 - Holiday Related:
 - Giving Tree – 32 participated
 - Café Press Collectors Edition – 34 participated
- ◆ Made Press in 3 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.
 - Mystery Diagnosis – “Falling Through the Cracks” (re- aired several times, original air date: 3/6/2006) - unknown how many people benefited
 - The Beatles Network (APS Awareness month world wide awareness.)
- ◆ Forum Information:
 - Average Number of Visitors: 3,971/month - High: 4,460 - Low: 3,560
 - Average Number of Visits: 10,493/month – High: 12,183 – Low: 8,683
 - Average Max Online: 17/month – High: 28 – Low: 10
 - Average Page Views: 33,502 – High: 41,595 – Low: 27,073
 - Average Number Posts: 583/month – High: 970 – Low: 228
 - Average Number of Private Messages: 143 – High: 241 – Low: 83
 - Number of Participants: 1,962

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.
- ◆ Continue to attempt APS mentioned in more publications, including magazines.
- ◆ Continue to making more videos and learn how to make podcasts.
- ◆ Consider tapping in more social networking sites.

- ◆ Consider going to a Board of Directors of 5, including one medical advisor & one public non-APS person.
- ◆ Consider making June 9th World APS Awareness Day formally via a bill through Congress.
- ◆ Consider making June APS Awareness Month formally via a bill through Congress.
- ◆ Consider making a Scholarship fund for those going into the Medical Field.
- ◆ Consider making a formal Scholarship fund for APS Research.



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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 leading 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.

www.apsfa.org
apsfa@apsfa.org

APS Foundation of America, Inc. Balance Sheet

As of December 31, 2010

	Total
ASSETS	
Current Assets	
Bank Accounts	
Associated Bank	14,178.65
CD - Associated Bank	5,021.33
Money Market - Associated Bank	5,012.00
Money Market - Wachovia	0.00
Total Bank Accounts	\$24,211.98
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
In Kind Donations	20.00
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	190.00
Website 2009	430.00
Total Prepaid Expenses	1,130.00
Undeposited Funds	1,535.00
Total Other Current Assets	\$2,765.37
Total Current Assets	\$26,977.35
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	\$27,627.01
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	0.00
Retained Earnings	25,472.48

	Total
Net Income	2,154.53
Total Equity	\$27,627.01
TOTAL LIABILITIES AND EQUITY	\$27,627.01

Saturday, Jan 22, 2011 01:00:09 PM GMT-6 - Cash Basis