



## APS Foundation of America, Inc.

Post Office Box 801

La Crosse, Wisconsin 54602-0801

Office: 608-782-2626

Fax: 608-782-6569

### 2007 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.
- ◆ Attended Thrombosis Seminars – benefited 1,500 people.
- ◆ Visited Hospitals – benefited 1,000 people.
- ◆ Started publishing quarterly newsletters that are available free to the public on our website – benefited at least 100,000 people.
- ◆ Printed 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 or represented at 6 professional & layperson conferences.
- ◆ Networking with other Non-Profit Organizations and medical professionals.
- ◆ Maintained our Webpage – benefiting 51,483 people.
- ◆ Re-designed the forum to make it more user friendly – benefiting 61,783 people.
- ◆ Started and maintain several blogs on various servers to get awareness out – benefited at least 100,000 people.
- ◆ Announced June as APS Awareness Month – unknown number of people benefited.
- ◆ Launched press releases – benefited at least 50,000 people.
- ◆ Attended Lupus Foundation of America – MO-KAN Lupus Conference.
- ◆ Attended March of Dimes walk in VA.
- ◆ Attended Thrombosis Conference IL.
- ◆ Attended Thrombosis Conference in MI.
- ◆ New Fundraisers:
  - PhoneRaiser – 500 people participated – including those from the general public.
  - Holiday Fundraisers:
    - Giving Tree – 24 participated.
    - Café Press Collectors Edition – 3 participated.
- ◆ Discovery Health: Mystery Diagnosis show aired on TV; also airing on TLC – unknown how many viewers.
- ◆ Made Press in 6 different media venues that we are aware of – at least 1,000,000 people benefited:
  - The Herald Standard - PA
  - Daily Courier – PA

[www.apsfa.org](http://www.apsfa.org)  
[apsfa@apsfa.org](mailto:apsfa@apsfa.org)

Discovery Health Channel – Mystery Diagnosis  
The Learning Channel - Mystery Diagnosis  
YouTube Video made by the APSFA  
Press Releases picked up by PRWEB

- ◆ Number of Friends of APSFA: 49 benefited.
- ◆ Forum Information:
  - Average Number of Visitors: 3,965/month - High: 4,741 - Low: 3,269
  - Average Number of Visits: 8,688/month – High: 11,023 – Low: 7,259
  - Average Max Online: 18/month – High: 44 – Low: 11
  - Average Page Views: 43,350 – High: 52,963 – Low: 32,957
  - Average Number Posts: 2,152/month – High: 2,848 – Low: 1,623
  - Average Number of Private Messages: 151 – High: 335 – Low: 20

**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 directors.
- ◆ Consider getting APS mentioned in more publications, including magazines.



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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.

[www.apsfa.org](http://www.apsfa.org)  
[apsfa@apsfa.org](mailto:apsfa@apsfa.org)



## APS Foundation of America, Inc.

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### As of 12/31/2007 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

*Todd Ponagai*

Secretary

Post Office Box 801

La Crosse, WI 54602-0801

Ph: 608-782-2626

**Salary:** NONE

*Dana Stuart*

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, 2007

|                                | <b>Total</b>       |
|--------------------------------|--------------------|
| <b>ASSETS</b>                  |                    |
| Current Assets                 |                    |
| Bank Accounts                  |                    |
| Associated Bank                | 9,661.15           |
| Money Market - Wachovia        | 7,002.48           |
| Total Bank Accounts            | <b>\$16,663.63</b> |
| Accounts Receivable            |                    |
| Accounts Receivable            | 0.00               |
| Total Accounts Receivable      | <b>\$0.00</b>      |
| Other Current Assets           |                    |
| In Kind Donations              | 0.00               |
| Inventory                      | 0.00               |
| APSFAs Pins                    | 12.80              |
| Books                          | 72.00              |
| Pens                           | 31.59              |
| Pins                           | 106.80             |
| Postcards                      | 65.38              |
| Total Inventory                | <b>288.57</b>      |
| Prepaid Expenses               | 0.00               |
| Forum 2009                     | 380.00             |
| Minimum Balance                | 100.00             |
| Sunshine Fund                  | 45.00              |
| Website 2009                   | 320.00             |
| Total Prepaid Expenses         | <b>845.00</b>      |
| Undeposited Funds              | 509.32             |
| Total Other Current Assets     | <b>\$1,642.89</b>  |
| Total Current Assets           | <b>\$18,306.52</b> |
| Fixed Assets                   |                    |
| Equipment                      | 500.00             |
| Equipment - Acc'd Depreciation | -260.00            |
| Software                       | 1,223.60           |
| Software - Acc'd Depreciation  | -641.00            |
| Total Fixed Assets             | <b>\$822.60</b>    |
| <b>TOTAL ASSETS</b>            | <b>\$19,129.12</b> |
| <b>LIABILITIES AND EQUITY</b>  |                    |
| Liabilities                    |                    |
| Total Liabilities              |                    |
| Equity                         |                    |
| Opening Balance Equity         | 0.00               |
| Retained Earnings              | 9,393.45           |

|                              | <b>Total</b>       |
|------------------------------|--------------------|
| Net Income                   | 9,735.67           |
| Total Equity                 | <b>\$19,129.12</b> |
| TOTAL LIABILITIES AND EQUITY | <b>\$19,129.12</b> |

Wednesday, Aug 25, 2010 03:37:33 PM GMT-5 - Cash Basis