



## APS Foundation of America, Inc.

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### **2023 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 brochures & booklets that have bibliographies available – available online.
- ◆ Invited to several large professional medical conferences. Attend via Zoom when possible.
- ◆ Represented at the Annual Venous Disease Coalition Meeting.
- ◆ Represented at the American College of Rheumatology Annual Meeting
- ◆ Partially funded Research for APS ACTION
- ◆ Promoted APS iBook published by Laurent Phialy, Stephane Zuily, and Dourk Erkan
- ◆ Maintained EURORDIS membership
- ◆ Maintained membership with the Defense Health Research Consortium
- ◆ Networking with other Non-Profit Organizations and medical professionals.
- ◆ Maintained HONCode Certification on APS Foundation of America, Inc.
- ◆ Earned the GuideStar Exchange Seal: Platinum Participant. Only 0.5% of organizations have this rating.
- ◆ Attended CARRA Annual Scientific Meeting 2023
- ◆ Attended Thrombosis UK and International Society on Thrombosis and Haemostasis (ISTH) round table virtually in Montreal, Canada
- ◆ Continued June 9<sup>th</sup> as World APS Awareness Day.
- ◆ Continued June as APS Awareness Month.
- ◆ Participated in Deep Vein Thrombosis Awareness Month
- ◆ Participated in Lupus Awareness Month
- ◆ Participated in Stroke Awareness Month
- ◆ Participated in Heart Disease Awareness Month
- ◆ Participated in Autoimmune Awareness Month
- ◆ Participated in Rare Disease Day
- ◆ Participated in World Thrombosis Day with APS Awareness
- ◆ Continued collaborations with MoMMA's Voices
- ◆ Continued collaboration with Rare Disease Legislation
- ◆ Continued collaboration with EURORDIS
- ◆ Continued collaboration with CARRA on APS and Lupus
- ◆ Continued collaboration with National Coalition of Autoimmune Patient Groups

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- ◆ Participated in Pregnancy Loss and Stillborn Awareness Month
- ◆ Supported various legislation through a national coalition of patient organizations
- ◆ Attended National Coalition of Autoimmune Patient Groups Meeting
- ◆ Invited to and Participated in Chat with Thrombosis Experts, Medscape & Everyday Health on World Thrombosis Day
- ◆ Attended & Hosted a Booth the Autoimmune Summit presented by the Autoimmune Association
- ◆ Collaborative work with Stago Diagnostics
- ◆ Started publishing Constant Contact Newsletter News Briefs
- ◆ Launched press releases – benefited at least 500,000 people.
- ◆ Launched Radio Public Service Announcements – benefited at least 2,000,000.
- ◆ Donated \$20,000.00 to APS ACTION for their ongoing needs in research.
- ◆ Shared reputable articles pertaining to APS at lay and professional level, as well as disease related such as DVT, PE, stroke, Raynaud’s for example.
- ◆ Co-Hosted an Antiphospholipid Syndrome Patient Round Table with Stago
- ◆ Shared reputable disease prevention articles.
- ◆ Shared inspiration and motivational posts.
- ◆ Maintained X (Formerly Twitter) Account. Followers: 2,754 Average Tweet Impressions per month: 15,000
- ◆ Maintained Instagram Account. Followers: 2,455 Average Reach: 2,788
- ◆ Maintained Pinterest Account. Followers: 623
- ◆ Maintained Facebook Business Account. Likes: 12,262 Average Reach: 18,400
- ◆ Maintained Facebook Support Group: Number of Participants: 2,785
- ◆ Maintained LinkedIn Group: Follows: 234
- ◆ Fundraisers:
  - Shopify Gift Shoppe
  - SparkGood - Walmart
  - Giving Tuesday
  - CafePress
  - Amazon Shop
  - Zazzle
  - Individual Fundraisers by Volunteers and Supporters
- ◆ Made Press in 21 different media venues that we are aware of – at least 5 million 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
  - Travelers - on Netflix, Season 2, Episode 9
  - The Beatles Network (APS Awareness month worldwide awareness.) unknown how many people benefited
  - Various Articles in various medical and newspapers.
  - Camaron Cheeseman of the Washington Commander auctioned cleats benefiting the APS Foundation of America

- [Beyond Biotech podcast 52: Antiphospholipid syndrome](#)
- [Shilpa Shetty Was Diagnosed With Antiphospholipid Syndrome: WHAT, HOW, RISKS And Other DETAILS You Need To Know About This Condition- READ BELOW!](#)
- [Introducing IMD's newest content partner Antiphospholipid Syndrome Foundation of America!](#) “The APSFA is excited to be working with IMD Health. IT is a great opportunity to educate the community and patients about Antiphospholipid Syndrome (APS)”, said Christina (Tina) Pohlman, Founder of the APS Foundation of America, Inc.
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### Recommendations:

- ◆ Continue to find more avenues for fundraising.
- ◆ Consider publishing quarterly newsletters instead of Constant Contact Newsletters.
- ◆ 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 and remove those who are not active.
- ◆ Continue to attempt APS mentioned in more publications, including magazines.
- ◆ Continue to make more videos and learn how to make podcasts.
- ◆ Considering doing Facebook Live Chats or chats through Zoom. Donor to cover Zoom fees?
- ◆ Consider going to a Board of Directors of 7, including one medical advisor & one public non-APS person. We are currently a board of 4.
- ◆ 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.
- ◆ Consider spending the money to get professional press releases written and sent out at \$1000+ each.
- ◆ Consider working with the FDA and getting legislation making a Black Box Warning regarding the Finger Stick Machines and APS since the vendors and manufactures do not openly disclose this.
- ◆ Find dedicated volunteers that will be willing to do social media from their homes.
- ◆ Find pro-bono Wisconsin Attorney
- ◆ Find volunteer professional graphic designer / webmaster

### 2023 Year:

2023 the pandemic aftereffects led to an economic slide. General fundraising was affected due to people not being able to afford the costs of basic goods, rent, gas, etc. In general, the priorities were not donating. It was a record year, however, because of APS patients dying and those families & friends donating to APSFA.

**Professional Growth:**

None