



## APS Foundation of America, Inc.

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### 2017 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.
- ◆ Donated & Mailed Brochures & Booklets –benefited at least 50,000 people.
- ◆ Invited to several large professional medical conferences.
- ◆ 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
- ◆ Sponsored local La Crosse Professional Police Association Concert that support local programs
- ◆ Maintained EURORDIS membership
- ◆ Networking with other Non-Profit Organizations and medical professionals.
- ◆ Maintained the forum to make it more user friendly – benefiting 80,012 people.
- ◆ Maintained HONCode Certification on APS Foundation of America, Inc.
- ◆ Earned the GuideStar Exchange Seal: Gold Participant.
- ◆ Searched for more medical advisors. Added 2 to the team.
- ◆ Attended a Nonprofit Resources Night to learn more about grant writing, giving trends, and other topics.
- ◆ Continued collaborative Effort with the Coordination of Rare Diseases at Sandford (CoRDS) Registry.
- ◆ Maintained several blogs & pages on various social networking sites on various servers to get awareness out – benefited at least 750,000 people.
- ◆ 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 Pregnancy Loss and Stillborn Awareness Month
- ◆ Launched press releases – benefited at least 500,000 people.
- ◆ Launched Radio Public Service Announcements – benefited at least 2,000,000.
- ◆ Donated \$500 to APS ACTION for their ongoing needs in research.

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

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- ◆ Maintained Twitter Account. Working on verification. Followers: 1,543
- ◆ Maintained Instagram Account. Followers: 663
- ◆ Maintained Pinterest Account. Followers: 223
- ◆ Maintained Facebook Business Account. Got account verified. Likes: 7,289
- ◆ Fundraisers:
  - Café Press
  - World APS Day Items
  - Bracelet (Silver & Elastic) Fundraiser
  - Facebook Shoppe
  - AmazonSmile
  - Individual Fundraisers
- ◆ 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.) unknown how many people benefited
  - Various Articles in various medical and newspapers.
- ◆ Facebook Support Group: Number of Participants: 1,255

### **Recommendations:**

- ◆ Continue to find more avenues for fundraising.
- ◆ Get back to publishing quarterly 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 that truly want to help.
- ◆ Continue to attempt APS mentioned in more publications, including magazines.
- ◆ Continue to making more videos and learn how to make podcasts.
- ◆ Considering doing Facebook Live Chats.
- ◆ Consider going to a Board of Directors of 7, 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.
- ◆ Consider spending the money to get professional press releases written and sent out at \$1000+ each.
- ◆ Consider working with the FDA on getting a Black Box Warning regarding the Finger Stick Machines and APS since the vendors and manufactures do not openly disclose this.
- ◆ Find dedicated volunteers
- ◆ Find pro-bono Wisconsin Attorney