



Platelet
Disorder
Support
Association

Empowering ITP Patients



2018 ANNUAL REPORT

EDUCATION. ADVOCACY. RESEARCH. SUPPORT.

Mission

The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenia (ITP) and other platelet disorders through education, advocacy, research and support.



From the President & CEO

2018 was a monumental year for the Platelet Disorder Support Association as we celebrated our 20th year of serving the global ITP patient community. Great strides were made in our special anniversary year and I am pleased to share with you our combined impact in this 2018 Annual Report. The facing page gives an at-a-glance look at all that we have accomplished, and the following pages provide a more detailed look at the year.

We know that numbers tell a story. Every day, we hear from ITP patients who recount in numbers their personal journey with this rare bleeding disorder — reciting from memory countless treatments, hospitalizations, blood draws, doctors, specialists, and procedures. And while every patient's experience is unique, the stories of the physical and emotional roller coaster that living with ITP presents is very much the same. *THIS* is why the PDSA exists: to offer life-changing support and information to ITP patients. When I found the PDSA 16 years ago, it truly changed my life *and* my numbers, offering me hope and eventually giving me back my health.

About PDSA

The Platelet Disorder Support Association is the leading ITP advocacy organization in North America. Each day, PDSA serves the worldwide ITP community of patients, practitioners, caregivers, advocates, and key disease stakeholders, promoting their needs and uniting them on a global level. We build awareness, educate the global community, and provide critical connections and resources that empower patients to take charge of their disease and encourage practitioners to exercise patient-centered medical care.

My 16-year relationship with the PDSA has taken me from patient to President and Chief Executive Officer. In my leadership role, I remain vigilant about numbers because they tell an important story for PDSA as well. The numbers we track demonstrate the organization's health and measure our performance in fulfilling our mission. We gauge our success on our ability to do more for the ITP community, to reach further, and to expand our influence. In 2018, the PDSA's efforts were the most successful in its 20-year history.

It is clear that the PDSA's growing impact and accomplishments are directly related to the active engagement and support of our members, donors, volunteers, industry partners, and the medical community. As the PDSA provides essential support and strength to those living with ITP, so does it draw strength from the increasing number of individuals like you who choose to support the meaningful, life-enhancing work we do. Together, we are stronger and, together, we will continue to change lives.

Thank you for the important role you have played in the PDSA's success. I am pleased to recognize your support and hope you take pride in knowing that your personal efforts and contributions have had great impact in the fight against ITP.

Sincerely,

A handwritten signature in dark ink that reads "Caroline Kruse". The signature is fluid and cursive, written in a professional style.

Caroline Kruse
President & CEO

PDSA BY THE NUMBERS

20 Years

of serving the ITP patient community



3 Websites



More than
1,100
pages of
web content
for ITP patients

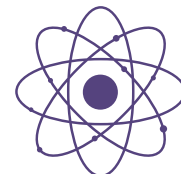
70,000+
total
visitors
to our websites
each month

1,525 Members and Donors



whose charitable gifts allow PDSA to fulfill its mission

92 *The Circle of HOPE*
\$1,000+ Circle of Hope Donors
Providing leadership support to all of PDSA's efforts



4 \$20,000 Research Grants

to fund original patient-centered ITP research

SOCIAL MEDIA FOOTPRINT



11,000+ Facebook members
600+ Instagram followers
1,300+ Twitter followers
85,000+ Video views
8,900+ Discussion group users

47

Patient Support Groups

Sustained by ITP patients, PDSA's support groups have expanded beyond the US to include Canada and New Zealand



"pump it up for Platelets!"

NATIONAL WALK/RUN

PDSA

1,000+

Walk/Run Fundraiser participants nationwide

192%

increase in Walk/Run Fundraiser revenue



14 Medical Advisors

PDSA's Medical Advisory Board includes internationally renowned clinicians and researchers, all ITP specialists



82 Children with ITP are members of the Poke-R Club,

designed to ease the fear of injections or "needle phobia" that often results from blood draws and treatments

893 patients

have enrolled in PDSA's ITP patient Natural History Study Registry



200+ Awareness Events held nationwide

2 Days on Capitol Hill



PDSA championed the ITP patient cause by going to Capitol Hill on 2 occasions with patients, staff and medical advisors

PDSA celebrated its
18th Annual ITP Patient Conference with



250+ attendees

12 Informational booklets

on ITP for adults, teens, children and women translated into multiple languages

PDSA spearheaded a Global Consortium of patient organizations with
31 member countries



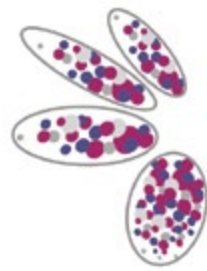
11 Advocacy Partners

INCLUDING:

- American Autoimmune Related Diseases Association (AARDA)
- American Society of Hematology (ASH)
- International Alliance of Patients' Organizations (IAPO)
- Pediatric ITP Consortium of North America (ICON)
- National Organization for Rare Disorders (NORD)
- American Plasma Users Coalition (A-PLUS)
- Genetic Alliance

4 Full-time staff / 4 Part-time staff

A small but mighty team of individuals dedicated to serving the ITP patient community. We're here for you!



RESEARCH *at* PDSA

The key to unlocking a cure

www.PDSA.org/research

PDSA continues to lead the way in ITP research by proactively partnering with the scientific community, industry, and government agencies to examine the underlying causes of ITP, develop new treatments, and contribute the patient voice to the regulatory process. Leadership meets with directors of the U.S. Food and Drug Administration, the American Society of Hematology (ASH) and the European Hematology Association to monitor the research progress on relevant studies and initiatives. In addition, PDSA oversees the annual ASH Friday Morning ITP Breakfast, where 12 global ITP investigators present their cutting-edge ITP research, and partners with the 49 centers that comprise ICON (the Pediatric ITP Consortium of North America), a collaborative research effort of pediatric hematologists who are committed to advancing the care of children with immune thrombocytopenia (ITP). In 2017, PDSA staff were authors on nine scientific abstracts. Our commitment to patient-centered research keeps the ITP patient perspective at the center of the research process — ensuring outcomes that will directly impact ITP patient quality of life.

The Barbara and Peter T. Pruitt Jr. ITP Research Award

Each year, PDSA grants two \$20,000 research awards to investigators conducting innovative ITP patient-centered research. These awards are given in honor of two of PDSA's most engaged individuals and the largest single donors in the history of PDSA: Barbara Pruitt, ITP patient since age four, dedicated volunteer and passionate patient advocate, and Peter Pruitt, devoted caregiver and supporter serving as PDSA's Board Chair for over a decade.

2018 AWARDS

Project Title:

RNA Expression in Acute and Chronic Immune Thrombocytopenia

Investigator: Taylor Olmsted Kim, MD

Institution: Baylor College of Medicine and Texas Children's Hospital

Project Title:

The Emergency Management of Severe Thrombocytopenia and Bleeding in Patients with ITP

Investigator: Siraj Mithoowani, MD, FRCP(C) and Donald Arnold, MD, MSc, FRCP(C)

Institution: McMaster University



PDSA President & CEO Caroline Kruse (L) and Administrative Manager Brenda Foster (R) present Peter and Barbara with the "Barbara and Peter T. Pruitt Jr. ITP Research Award" for their lifetime of giving of their time, talent and treasure as the largest single donors in the 20-year history of PDSA.

ITP Natural History Study Registry

PDSA is proud to have been chosen by the National Organization for Rare Disorders (NORD) to participate in a cooperative project with the U.S. Food and Drug Administration (FDA) known as the NORD Natural History Study Project.

Administered by PDSA and overseen by NORD and a committee of leading hematologists, ITP patients and caregivers, the ITP Natural History Study Registry is an international patient-consented registry of individuals with ITP. The registry aims to collect, store and retrieve data on the natural progression of ITP, enabling collection of data on diagnosis and treatment, management of care, quality of life, clinician reporting, and characterization of the ITP population as a whole.



For more information
on PDSA's Research Program,
visit pdsa.org/research.

American Society of Hematology (ASH) Meeting

Established over 20 years ago, the ASH Friday Morning ITP Breakfast is the premier ITP scientific symposium. This legendary meeting brings the ITP community together for education and discussion of the latest topics of greatest interest to the group. Lectures by lead ITP investigators include a mix of clinical trials, including those sponsored by industry, and scientific studies pertinent to ITP. More than 100 hematologists, researchers and industry partners attend this yearly event.



Members of the ASH Scientific Review Committee and PDSA Medical Advisory Board (from L to R) Michele Lambert, MD, John Semple, PhD, and Nichola Cooper, MD celebrate the conclusion of another outstanding symposium.

ITP CONFERENCE 2018



Dr. Taylor Olmsted Kim presenting her PDSA-funded research "RNA Expression in Acute and Chronic Immune Thrombocytopenia" at ITP Conference 2018.



Dr. Siraj Mithoowani presenting his PDSA-funded research "The Emergency Management of Severe Thrombocytopenia and Bleeding in Patients with ITP" at ITP Conference 2018.

"Thank you so much for awarding me a scholarship to attend the annual PDSA conference. I had a wonderful time in Cleveland! It was so great to meet other teens who have ITP and talk with many ITP experts and researchers. I learned so much! I have really found a passion for hematology and I want to pursue a career in hematology when I'm older. Going to the conference has inspired me to spread even more awareness about ITP! I'm so glad I got to attend and have an amazing, eye-opening experience..."

– Caroline K

2018 was a busy and successful year of advocacy work for PDSA. From lobbying on Capitol Hill, to presenting at professional meetings and exhibiting at conferences, the PDSA team crossed the country and spanned the globe to raise awareness about ITP!

Rare Disease Week

PDSA staff was among the 750+ rare disease patients, caregivers, researchers and patient advocates who took to Capitol Hill for Rare Disease Week 2018.



PDSA President & CEO Caroline Kruse and Research Coordinator Alexandra Kruse join Rare Disease Advocates on Capitol Hill.

NORD 2018 Rare Diseases & Orphan Products Breakthrough Summit



The largest summit to date with more than 85 speakers and 800 participants, including senior officials from the FDA (U.S. Food and Drug Administration) and NIH (National Institutes of Health), PDSA was front and center as summit attendees explored ways in which patients drive research and drug development, the impact of grassroots advocacy, what can be learned from advances in therapies, patient perspectives on gene therapy, current topics from the FDA, what's ahead for orphan drug development, and more.

PDSA President & CEO Caroline Kruse and Research Coordinator Alexandra Kruse attend the NORD Members Dinner in Washington, D.C.



globalitp.org

International ITP Alliance

PDSA President & CEO Caroline Kruse and Director of Marketing Nancy Potthast traveled to Chester, United Kingdom to join members of the International ITP Alliance for their 21st annual ITP Support Association Convention. The Alliance has grown to include 31 patient advocacy organizations representing 27 countries.



Members of the International ITP Alliance gathered together at the 21st Annual ITP Support Association Convention in Chester, U.K. on October 27th. Standing from l to r: Marjo Lindberg (Finland), Veronika Eide (Norway), Marília Lia (Brazil), Monika Westerberg (Sweden), PDSA President & CEO Caroline Kruse, Mieke Budel (Netherlands). Kneeling from l to r: PDSA Director of Marketing Nancy Potthast, Karin de Boer (Netherlands), and Barbara Lovrencic (Italy).

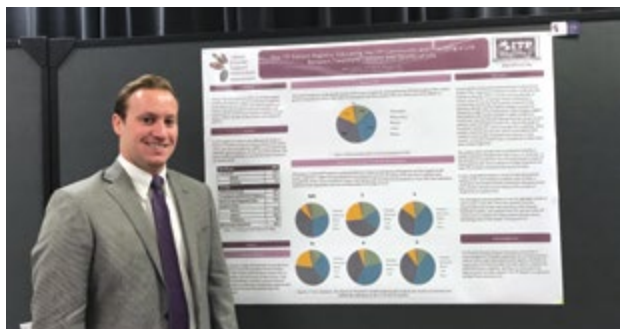


Presentations

- PDSA Research Coordinator Alexandra Kruse was the featured speaker for the National Organization for Rare Disorders' (NORD) free educational webinar "Patient Registries: What They Are and How to Start One."
- PDSA Medical Advisor Michelle Lambert, MD, MTR, Associate Professor of Pediatrics at The Children's Hospital of Philadelphia, presented "ITP Treatment Choice with Reference to Clinical Guidelines" at the Thrombosis and Hemostasis Societies of North America (THSNA) Scientific Meeting in San Diego, CA.
- PDSA Programs and Events Manager, Jody Shy, presented "Advocate for YOU" at the Hemophilia Federation of America's annual symposium in Cleveland, OH.
- PDSA President & CEO Caroline Kruse presented the poster "Patients with Immune Thrombocytopenia (ITP) Frequently Experience Severe Fatigue but Is It Under-Recognized By Physicians: Results from the ITP World Impact Survey (I-WISH)" at The American Society of Hematology (ASH) annual meeting in San Diego, CA.
- PDSA President & CEO Caroline Kruse served as a panelist in the session "How Patients are Helping Drive Research and Drug Development," Director of Marketing Nancy Potthast presented "Unique Perspectives on the Continuum of Registry Development," and Research Coordinator Jared Whitman presented the ITP registry poster "The ITP Patient Registry: Educating the ITP Community and Providing a Link Between Treatment Options and Quality of Life" at the National Organization for Rare Disorders (NORD) Rare Diseases & Orphan Products Breakthrough Summit in Washington, DC.
- PDSA Research Coordinator Alexandra Kruse was one of two patient advocates to present at the FDA's third annual public workshop, "CDER and You: Keys to Effective Engagement."



PDSA President & CEO Caroline Kruse participating in the panel session "How Patients Are Helping Drive Research and Drug Development."



PDSA Research Coordinator Jared Whitman presenting the ITP registry poster "The ITP Patient Registry: Educating the ITP Community and Providing a Link Between Treatment Options and Quality of Life."



PDSA Research Coordinator Alexandra Kruse presenting the program "Learn from the Pros" at the FDA's "CDER and You: Keys to Effective Engagement" Public Workshop.

Meetings Attended:

- American Society of Hematology (ASH) 60th Annual Meeting
- American Society of Pediatric Hematology/Oncology (ASPHO) 31st Annual Meeting
- National Organization for Rare Disorders (NORD) Rare Diseases & Orphan Products Breakthrough Summit
- Thrombosis and Hemostasis Societies of North America (THSNA) Comprehensive Scientific Meeting
- 23rd Congress of the European Hematology Association (EHA) National Conference
- 11th Annual National Institutes of Health (NIH) Rare Disease Day

Advocacy Partnerships

Collaborations are critical to achieving our common mission of improving the lives of the people we serve.

AARDA – American Autoimmune Related Diseases Association

A-Plus – American Plasma Users Coalition

ASH – American Society of Hematology

CPAG – Coalition of Patient Advocacy Groups

FDA Alliance

Genetic Alliance

IAPO – International Alliance of Patients' Organizations

ICON – Pediatric ITP Consortium of North America

NORD – National Organization for Rare Disorders

PPTA – Plasma Protein Therapeutics Association

THSNA – Thrombosis & Hemostasis Societies of North America

Celebrating PDSA's 20th Anniversary in Cleveland!



PDSA's 2018 ITP Conference focused on patient-centered research during the day – and encouraged fun and rock 'n roll at night! More than 265 conference attendees – representing 7 countries – took in all the conference had to offer. From a kick-off hide & seek venture in downtown Cleveland, to panel discussions with PDSA's Medical Advisors, to patient roundtables and the ever popular ITP Jeopardy Challenge, patients, caregivers and medical experts gathered together to share insights, spark discovery and influence better outcomes for people with ITP.

HIKE & SEEK



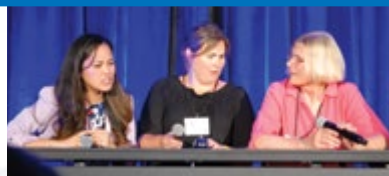
Conference attendees had a great time discovering downtown Cleveland through the Hide & Seek adventure.

PATIENT JOURNEYS



Members of the Living with ITP patient panel. Standing (L-R) Gil Santiago and Jerry Jones. Seated (L-R): Jennifer Krueger and Talon Crist.

THE JEOPARDY CHALLENGE



Team USA



The International Alliance Team



World renowned game host, ITP specialist, and PDSA medical advisor, David J. Kuter, MD, DPhil.

INQUIRE AND INSPIRE

Patients, caregivers and medical experts gather to share insights, spark discovery and influence better outcomes for people with immune thrombocytopenia.



ITP ROCKS CLEVELAND, OH

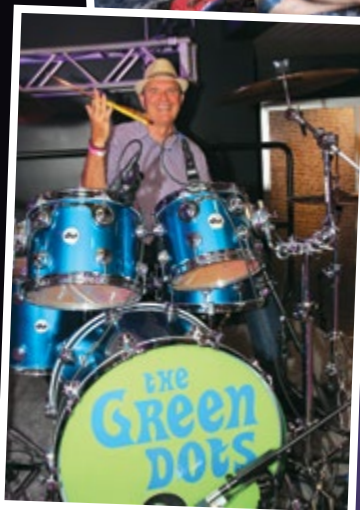
On Saturday, July 14th, ITP Conference attendees celebrated PDSA's 20th anniversary at the Rock & Roll Hall of Fame



Dance to the music!



Ready to ROCK! PDSA Research Coordinator Alexandra Kruse (center) with Conference Ambassadors, Kristin Hunt (left) and Melissa Hilsabeck (right).



PDSA Board Chair Peter Pruitt on drums!



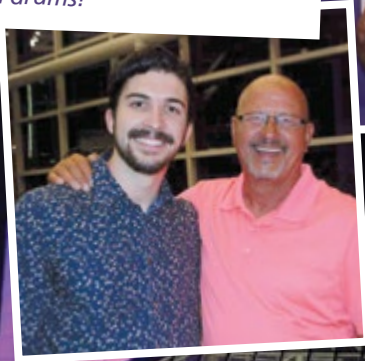
PDSA President & CEO, Caroline Kruse (right) joins guests in the festivities.



PDSA Programs & Events Manager Jody Shy and husband, Jon.



PDSA Director of Marketing Nancy Pothast (left) with PDSA Administrative Manager Brenda Foster (center) and her husband David.

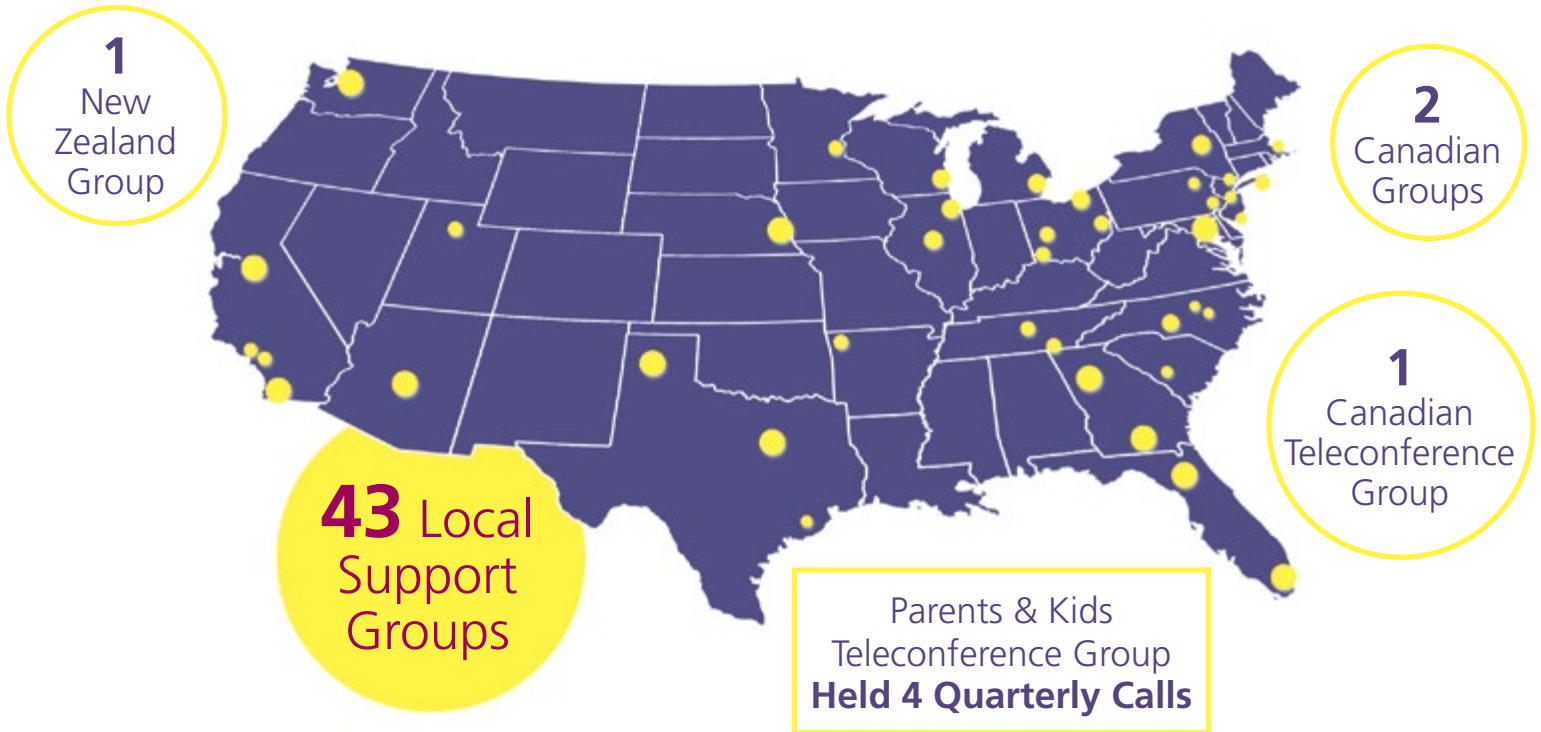


The legendary Rock & Roll Hall of Fame Sports Purple for Platelets!



LONG LIVE ROCK

PDSA is dedicated to supporting ongoing awareness and advocacy by encouraging a growing community of ITP Ambassadors for change. Local support groups continue to be a popular and useful tool for ITP patients and loved ones – and our support group family continues to grow!



PDSA's ITP Poke-R Club for Kids program welcomed **12 new members** in 2018, serving a total of **82 children**, ages 3 to 17, from **30 states**, **2 provinces** and **2 countries**!



"...you have no idea what kind of smile and tears your package puts on his face when he receives it. I never tell him when I let you know so this way he will be surprised when it comes. Just seeing him makes me tear up. I cannot thank you enough for doing this for families like mine."

— Lisa S., Mom of Nicholas S.

"Stefan has unfortunately relapsed and is getting a lot of pokes these days. Thank you for the shirt and poker chips, he has had another 10 pokes and asked to get in touch with the 10 pokes lady again. He has an IVIG booked next Friday. These packages from PDSA definitely make our day and give us something to look forward to."

— Monika S., mom of Stefan S.

2018 PDSA COLLEGE SCHOLARSHIP WINNERS!

\$1,500 RECIPIENT

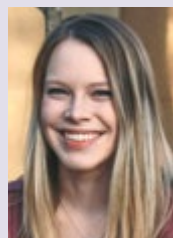


William Keegan McCollum – Eldorado, TX Texas A&M University-Kingsville

"ITP changed my life, this is certain, but not

in a negative way that most would expect. I learned about myself, my illness opened the door to information about this disorder in my community, and I learned to serve others. My high school years look different than I first imagined, yet better than how I had it pictured. Instead of football stardom, I discovered that working behind the scenes and serving my community was much more valuable and rewarding. I learned that there is more than one path to success and that serving others can have more of a lasting impact than catching the winning pass on Friday night."

\$750 RECIPIENT



Rachel Melton – Hutto, TX Abilene Christian University

"...ITP has made me the strong person that I am, and ITP does not take away who I am

as it takes away my platelets but adds to who I am as a person and as a prospective physician. I hope to one day be able to treat patients with the compassion and ability that was shown to me as a young child, and I hope to one day be able to teach children that a medical issue cannot define who you are but will aid you in ways that you never expected."

\$250 BOOK AWARD RECIPIENTS



Brantley Acke – Lexington, KY Western Kentucky University

"While ITP can make things more challenging in life, I refuse to let it hold me back."



Martha Becilla – Morgantown, WV West Virginia University

"...I wouldn't change the fact that I have ITP because it has had a defining impact on who I am today."

Colin Roberts – Cedarhurst, NY Louisiana State University

"These challenges that I am facing have shown me that you cannot take life for granted...after being diagnosed with ITP, I buckled down and focused on my studies so that I could achieve my goals and success in my life."

"Your magazine always gives me hope that a better solution will be found for this terrible immune problem."

– Gail A.

"Just finished reading The Platelet News Winter 2018 issue cover to cover! What a powerful issue composed of not only new takes on older info but also science based newer protocols too! There was also a generous helping of anecdotal stories both inspiring and informative. Twenty years strong! Congratulations to all the staff headed by Caroline Kruse, Director. Sincere wishes for continued success with the important work you do!"

– Joan C.

PDSA PUBLICATIONS

Informational Booklets, Articles, Circle of Hope Quarterly Newsletter, The Platelet News Quarterly Magazine and Monthly E-Newsletter



Social Networking

 **23,416+**
Facebook Likes & Followers

 **12,302+**
Visit our Facebook page and join our closed group! [/plateletdisorder](#)

 **875+**
Instagram Followers [@PDSA_ITP](#)

 **1,356+**
Twitter Followers [@PDSA_ITP](#)

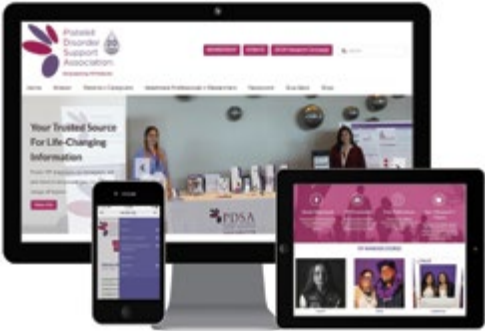
 **91,241+**
YouTube Video Views [PDSAorg](#)

 **9,444+**
PDSA.org Discussion Group Members



"Our family had a memorable time at our first ITP conference! We are thankful for the connections that we made with other families who have gone through what we have ... and having the opportunity to attend informational sessions with hematologists who are leaders in the field of ITP."

– The K Family





pdsa.org

40,000
Unique Visits per Month

70,000+
Total Visits per Month

3 Million
Hits per Month



ITPwalk.org

4,000
Unique Visits per Month

5,000+
Total Visits per Month

50,000
Hits per Month



GlobalITP.org

3,000
Unique Visits per Month

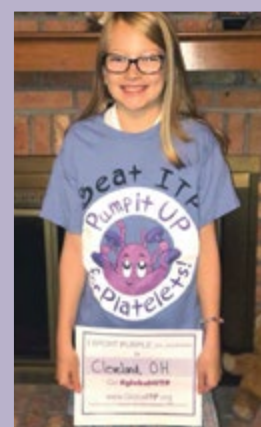
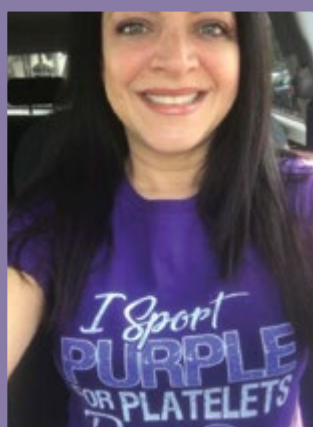
4,500+
Total Visits per Month

45,000
Hits per Month

ITP Awareness Month & Sport Purple for Platelets Day

#aboutITP

Each September, we celebrate the courage of ITP Warriors during ITP Awareness Month and Sport Purple for Platelets Day on the last Friday of September — and 2018 was no exception! Across the country and around the world, adults, teens, children, and their furry friends sported purple and took to social media to raise awareness of ITP. Schools, businesses, and sports teams all got in on the action!





“pump it up for Platelets!”

NATIONAL WALK/RUN

PDSA

PLATELET DISORDER
SUPPORT ASSOCIATION



CRANBERRY TWP., PA



HOUSTON, TX



BELOIT, WI



LAWRENCEBURG, IN



AMES, IA



CHICAGO, IL



ORANGE, CA



SOUTH SAN FRANCISCO, CA



KILLEEN, TX



ST. LOUIS, MO

Circle of Hope – Event Organizers

Pump It Up For Platelets!

Chicago, IL

\$14,122

Susan Frank – Organizer

Trish & Paul Santaromana – Organizers

Emily Auterson – Team Organizer

Mira Hausser – Team Organizer

Alan Levitt – Team Organizer

Pump It Up For Platelets!

Beloit, WI

\$11,772

Jennifer & Bob Krueger – Organizers

Laura & Mike Ledin – Team Organizers

Pump It Up For Platelets!

Orange Co, CA

\$9,124

Cathy & Raul Aldama – Organizers

Leilani de Castro – Organizer

Aandrea & Billy Hays – Organizers

Melissa Hilsabeck – Organizer

Kelly Torres – Organizer

Angela Racoosin – Team Organizer

Pump It Up For Platelets!

South San Francisco, CA

\$7,280

Rigel Pharmaceuticals - Organizers

Pump It Up For Platelets!

Cranberry Twp, PA

\$6,013

Kristen & Steve Tomczak – Organizers

Louann Murtagh – Team Organizer

Pump It Up For Platelets!

Ames, IA

\$4,256

Hayley & Nathan Shimanek – Organizers

Pump It Up For Platelets!

St. Louis, MO

\$3,150.00

Kawanda Reid – Organizer

Emily James – Team Organizer

Jazmin Ross – Team Organizer

Pump It Up For Platelets!

Lawrenceburg, IN

\$2,000

Michelle & Dan Eppinghoff - Organizers

Pump It Up For Platelets!

Houston, TX

\$1,625

Mary John & Manminder (Mindy)

Combrow – Organizers

Pump It Up For Platelets!

Cleveland, OH

\$1,500

Caroline & Ken Kruse – Organizers

Pump It Up For Platelets!

Killeen, TX

\$1,275

Renea & Tellys Hunter – Team Organizers

Pump It Up For Platelets!

Berea, KY

\$1,095

Amanda Johnson - Organizer

Marisa Braverman Fundraiser

\$2,235

Marisa Braverman – Organizer

Sunset Shores Fundraiser

\$2,040

Kristen Blackburn – Organizer

Marci Mayhew – Organizer

808 Fundraiser

\$1,900

Baisel Equine Veterinary Services Inc. -
Organizers

Molly Wirtz Marathon

\$1,581

Molly Wirtz - Organizer

Dana Stotz Fundraiser

\$1,031

Dana Stotz – Organizer

Rhode Island Rainbow Girls Foundation

\$1,000

Diane Miller - Organizer



ITP warrior, Cayden K., with his siblings Casie and Cody.



Participating in a Pump It Up for Platelets! Walk/Run is a family event.

Contributions in 2018

It is through the thoughtful generosity of so many that PDSA is able to fulfill its mission of enhancing the lives of people with ITP and other platelet disorders through education, advocacy, research and support. Each year, thousands of individuals, organizations, corporations, and foundations provide meaningful support through charitable gifts, membership, tributes in memory or honor of family and friends, sponsorships of new programs and special events.

Every gift is important and truly appreciated. The following recognizes those who stepped forward to support our efforts between January 1- December 31, 2018.

PDSA IS PROUD to be accredited by the Better Business Bureau and to be recognized as a Gold level participant by GuideStar, a standing only 5% of registered charities achieve and a testament to our operating transparency.



Corporations & Foundations

100 Hearts Authors
Aetna Foundation, Inc.
AMGEN
Argenx
Beloit Health System Foundation
Bleeding & Clotting Disorders Institute
Charles Schwab Foundation
CSL Behring Biotherapies for Life
CSL Plasma Beloit
Colleen O'Hara & Doug Mashkuri Charitable Fund
Columbia Bank Foundation
Geobridge Corporation
KPFF Consulting Engineers
Merck Foundation
Ethel & Alexander Nichoson Foundation
Novartis Pharmaceuticals Corporations
Octapharma
Principia Biopharma
Regal Beloit Charitable Foundation
Rigel Pharmaceuticals
Schwab Charitable Fund
Shopko Foundation

Matching Gift Companies

The Benevity Community Impact Fund
The Janus Henderson Foundation
PayPal Giving Fund

Workplace Giving Companies

The Boeing Company
IBM Employee Services Center
iGive
The Progressive Insurance Foundation



Circle of Hope (\$20,000+) Individuals

Katharine McCleary

Circle of Hope (\$5,000+) Individuals

Kim & Rodney Hall
Madeline & John Hromyak
Joan & Richard Jordan
Barbara & Peter Pruitt, Jr.
Steven Rodgers
Joseph Winter
Cheri & Derek Zimmerman

Circle of Hope (\$3,000-\$4,999) Individuals

Kenda & Brian Bamesberger
Mary Lou Lyons
Deborah Melsop Lyons
Joyce & Dale Zimmerman

Circle of Hope (\$2,000-\$2,999) Individuals

Cindy & J. Phillip Ayliff
Charlotte Cunningham-Rundles, MD & James Bussel, MD
Robert Feiner
Terry Gernsheimer, MD
Marilyn & Tim Groves
David Lihani
Lois Umhoefer

Circle of Hope (\$1,000-\$1,999) Individuals

Anonymous
Andrew Avrick
Karen & Adam Avrick

Dail Barbour
Mary and James Benvenuto
Amita & Ranjive Bhalla
Brendan Cameron
Audrey & Jay Charness
Druanne Davies
Linda & Krishna Dorasami
Gretchen & Stephen Frickx
Jan & Steve Gardner
Jen & Benjamin Grimes
Kristin Henrikson & Jon Brandt
Patricia & Bennett Henrikson
Noelle & Mat Heyman
Hazel & Steve Huey
Karen & David Imig
Louise Kittel Mason
Caroline & Ken Kruse
Irene & David Kuter, MD, DPhil
Jenn & Andy Lindal/For the Love of Gracie
The McGuirl Family
Irma & Daniel Miles
Stephanie & Mike Moran
Patricia & Carl Nelson
Susan & Dale Paynter
Yazdi Parekh
Jonathan Peischl
Jeanne & Dan Pinnell
Shirley & Peter Pruitt, Sr.
Patricia Pulley
Linda & Steve Rauh
Virginia Rennie
Karen Rosenbaum & Ben McClinton
Jody & Jon Shy
Michael Tarantino, MD
Elizabeth & Robert Welch
The Winter Family

Benefactors (\$500-\$999)

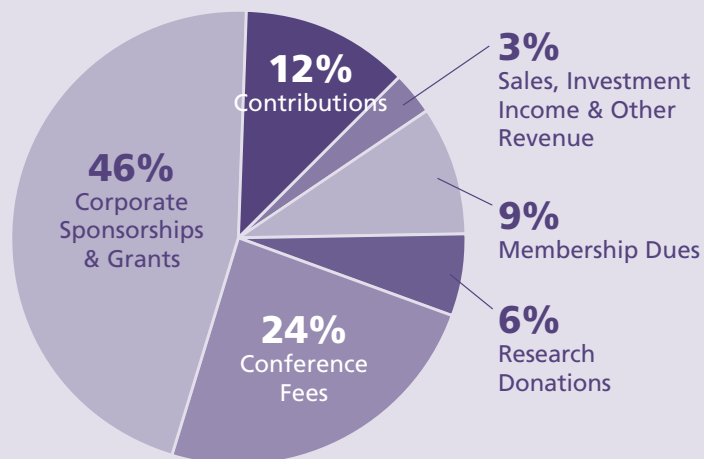
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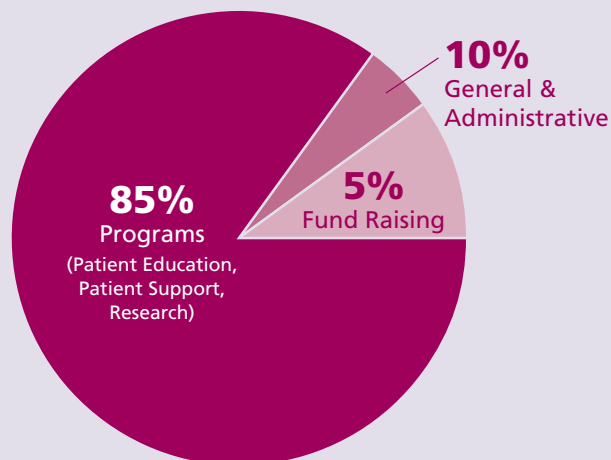
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Income Funding



Contributions	\$161,020
Corporate Sponsorships & Grants	\$616,176
Conference Fees	\$316,800
Research Donations	\$85,286
Membership Dues	\$120,918
Sales, Investment Income & Other Revenue	\$40,576
Total	\$1,340,776

How The Funds Were Used



\$0.85 of every \$1.00
goes directly to programs that support
and educate the ITP community.

Programs	\$788,828
General & Administrative	\$91,309
Fund Raising	\$44,471
Total	\$924,608

Net Assets at end of Year (accumulated) \$1,721,729

*"I wanted to
donate some money
this year to a cause that
mattered to me and this
one is the most
important."*

– Justin T.

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Your gift, of any size, to the 20/20 ITP Research Campaign will help inspire and directly sustain the vital work of researchers seeking to unlock a cure for ITP.

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The PDSA Research Program supports the most promising, patient-centered research on ITP. Our vision is to fund studies which prioritize patient needs and improve ITP diagnosis, therapies, and patient quality of life.

With a goal of awarding two \$20,000 research grants each year, PDSA has already invested a total of \$80,000 in four innovative studies on the pathogenesis and management of ITP. We seek to raise \$40,000 in 2019 to underwrite another year of research focused on transforming the lives of ITP patients.

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