



Rheumatoid Patient Foundation

2017 ANNUAL REPORT



Improving The Lives Of People With
Rheumatoid Disease

RHEUM4US.ORG



200,000+

People reached through Awareness Day communications on social media

2,000+

Social media engagements

1,700+

Petition signatures within the first week

IMMEASURABLE

Changes in knowledge of rheumatoid disease and support for PRD

RHEUMATOID AWARENESS DAY

5TH ANNUAL AWARENESS DAY CAMPAIGN

February 2nd marked the fifth annual Rheumatoid Awareness Day -- established by RPF in 2013 as a way to support people with rheumatoid disease (PRD), spread facts and increase awareness of what rheumatoid disease really is. This year, we sought to make a further impact by petitioning for a National Proclamation establishing February 2nd an officially recognized Rheumatoid Awareness Day in the United States. In addition to urging people to sign the petition, we encouraged participation in online awareness efforts, including sharing infographics and awareness images on social media, a Q&A session with Dr. John Davis of Mayo Clinic on Facebook, and a Twitter chat with Dr. Paul Sufka of HealthPartners in St. Paul, MN.

2017 SCHOLARSHIP WINNERS



Ellis Hamabuchi (Fort Lee, NJ)



Carley Jones (Lodi, CA)



Claire Kennedy (Bozeman, MT)



Rachel Sauls (Chapel Hill, NC)

In 2017, RPF held its [third scholarship program](#) for individuals and families who are affected by rheumatoid disease. We recognize the financial strain that rheumatoid arthritis can place on a family and the career challenges many people with rheumatoid disease face. In light of that, we are happy to be able to offer some support to those looking to advance their education and/or change careers.

2017 SCHOLARSHIP PROGRAM OVERVIEW

- Open to any U.S. student enrolled at a higher education institution who has a diagnosis of Rheumatoid Arthritis or Juvenile Rheumatoid Arthritis, or who has a parent with such a diagnosis
- Participants were required to submit a written response to several essay prompts
- Thanks to a generous sponsorship from Crescendo Bioscience, we were able to double our scholarship funding this year, and [awarded four \\$1,000 Scholarships](#) to the applicants who scored highest on their essay responses

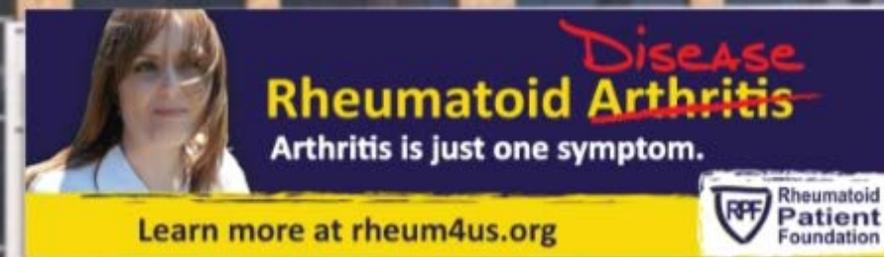
"I have watched my mother struggle with Rheumatoid arthritis for as long as I can remember, and it has propelled me into [the] healthcare field. Thank you to the Rheumatoid Patient Foundation for this opportunity, and for providing hope to those afflicted by this condition.

– Claire Kennedy, Scholarship Recipient

Thanks to our 2017 Scholarship Sponsor, Crescendo Bioscience

Crescendo Bioscience focuses on enabling more effective management of autoimmune and inflammatory diseases by providing quantitative, objective molecular tests (such as Vectra® DA) and disease information services to rheumatologists and patients. Vectra® DA is the only multi-biomarker blood test for rheumatoid arthritis (RA) disease activity. www.Vectra-DA.com

PUBLIC SERVICE ANNOUNCEMENTS



In 2017, RPF partnered with Lamar Advertising Company to create the [first ever public service announcement campaign](#) for rheumatoid disease – featuring billboards with educational and awareness messaging in several major markets across the U.S. – including Chicago, Orlando, Seattle and Kansas City. Billboards featured donated photos from people with rheumatoid disease with messaging to highlight the diversity of this illness, the often invisible nature of RD, and the fact that rheumatoid disease is so much more than simply arthritis. With millions of impressions across major markets, these billboards truly made a BIG impact on public awareness!

Many thanks to Lamar, who donated the space for our billboards to run.

The Faces of **Rheumatoid Disease**: An Invisible Illness



rheum4us.org

EDUCATIONAL PROGRAM



Ariella

ARIELLA: GROWING UP WITH RHEUMATOID ARTHRITIS

Educational & Inspirational Materials In Rheumatology Offices

Our hope is to provide educational resources that are easy to understand and to provide encouragement and support to others with rheumatoid disease during their time spent in doctors' waiting rooms. Rheumatoid disease can be confusing and isolating; and sometimes just hearing from another voice who understands can provide hope.

The Rheumatoid Patient Foundation has collaborated with the OutcomeHealth Network to provide content on a patient education TV network to doctors' offices across the country, including videos that feature patient stories and educational content viewable within waiting rooms. In 2017, we introduced two new videos sharing stories from PRD, as well as some updated educational material for digital posters in doctors' exam rooms.



FUNDRAISING



Bringing Rheumatoid Disease Awareness to new heights!

We love it when our members create unique fundraising events that really tie into their own identities and passions. With a little creativity, any interest or hobby can be tied into an activity to raise funds for RPF -- *the sky is the limit!* We'd like to introduce you to one of our members who took this idea quite literally.

[Meet Anja Gilmour](#). Anja contacted RPF in relation to a Sky Dive event she had been planning for the summer of 2017 in the UK. Her idea was to turn a sky dive into a fundraising event, benefiting the Rheumatoid Patient Foundation. Through her [fundraising efforts](#), she was able to raise over \$2,600 for RPF! Way to go, Anja!



ACR ANNUAL MEETING



Poster Hall with hundreds of research abstracts that changeover daily.

2017 AMERICAN COLLEGE OF RHEUMATOLOGY ANNUAL MEETING

Each year, the American College of Rheumatology (ACR) hosts a conference that brings together thousands of rheumatology professionals from around the world to present upon and learn about the most recent research in the field. The 2017 event took place in San Diego, CA and brought together over 16,000 rheumatology professionals -- doctors, nurses, researchers and more -- from around the globe.

RPF sent a couple of representatives to the [ACR Annual Meeting](#) to attend the scientific sessions and connect with healthcare and industry professionals in an effort to further our mission.

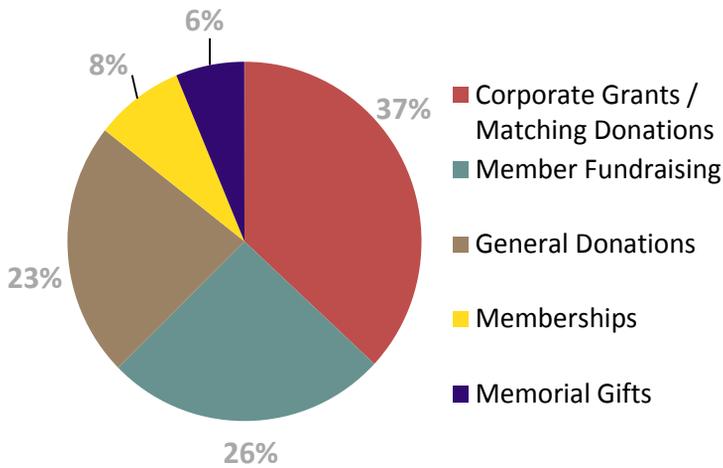
FINANCIAL & SUPPORT

GET INVOLVED: TOGETHER WE CAN DO MORE

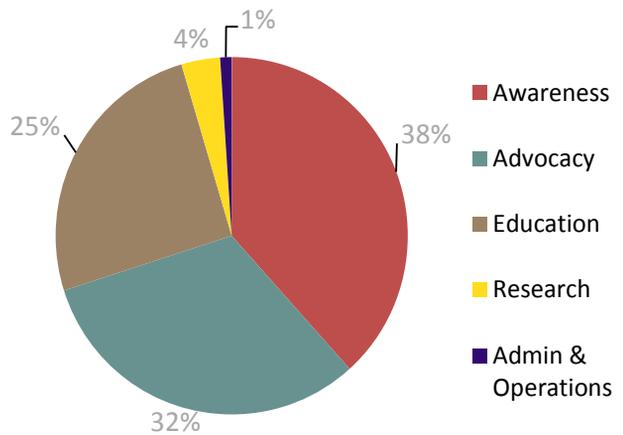
Please consider a donation of your time, talent or resources to help support our vision of a world where no one suffers from rheumatoid disease. There are many ways you can help: volunteer, coordinate a fundraiser, donate photos for RPF's use, or contribute a financial donation.

Learn more at rheum4us.org

2017 Sources of Support



2017 Expenditures



Thanks to our 2017 Sponsors, Partners & Supporters!

These organizations have served to advance RPF's mission of improving the lives of people with rheumatoid disease.

