On behalf of the National Psoriasis Foundation (NPF), thank you. Because of your generosity, the Foundation raised a record $9.2 million in revenue in fiscal year 2015. With these funds, we were able to invest $2.5 million in research to expedite the search for a cure for psoriasis and psoriatic arthritis, $1 million in advocacy to shape the laws and policies that affect the 7.5 million Americans living with psoriatic disease and $3.9 million in outreach, education and patient services to support people living with and managing these conditions.

We have made substantial progress during the first year of our strategic plan in accelerating discovery to cure psoriatic disease, improving health outcomes for all with psoriatic disease and securing resources to achieve our goals. We invite you to learn more about our progress toward our strategic plan goals on pages 2-3.

This progress would not have been possible without the contributions of our donors, the hard work of our physicians and researchers, and most of all, the commitment and generosity of our patient community. In the following pages, you’ll have the opportunity to meet some of the people making a difference in the lives of people with psoriatic disease.

With the support of NPF funds, researchers have made many exciting discoveries over the past few years. On page 6, we will introduce you to one researcher, Dr. Ulrich von Andrian, who is accelerating discovery to cure psoriatic disease. Several NPF grant recipients, including Dr. von Andrian, have caught the attention of the National Institutes of Health (NIH) and have turned their NPF funding into much larger, multimillion-dollar research grants. This year, Dr. von Andrian won a $1.8 million NIH grant for a study on how the nervous system can trigger inflammation in diseases like psoriasis. He was a recipient of a NPF $200,000 Translational Grant in 2014.

On page 10, we will introduce you to Dr. Danielle Currey. Dr. Currey, who has lived with psoriatic disease most of her life, is a naturopathic physician and owner of Bridges Family Wellness in Portland, Oregon, who helps treat other people with psoriasis and psoriatic arthritis. She is also an active NPF volunteer and is working to improve health outcomes for people with psoriatic disease.

Edward Lewis is helping NPF secure resources to achieve our goals. One of our longtime donors and advocates, Mr. Lewis has been involved in fundraising for the organization since 1984. We invite you to meet him on page 16.

With your continued support, we will achieve our goals and continue to drive efforts to cure psoriatic disease and improve the lives of those affected.

With appreciation,

Randy Beranek
President and CEO
National Psoriasis Foundation
OUR MISSION

As part of our mission to drive efforts to cure psoriatic disease and improve the lives of those affected, the National Psoriasis Foundation launched a new five-year strategic plan in July 2014.

By July 2019, we will accomplish the following goals:

ACCELERATE DISCOVERY

The Foundation plans to accelerate discovery to cure psoriatic disease by:

- Increasing the number of dollars invested annually by the National Institutes of Health to more than $18 million;
- Increasing the number of scientists studying psoriatic disease to 13,500; and
- Creating a community of 1,000 people with psoriasis and psoriatic arthritis who collaborate in research.

IMPROVE HEALTH OUTCOMES

The Foundation will dramatically improve health outcomes for all with psoriatic disease by:

- Increasing the number of people receiving appropriate treatment to 77 percent of those diagnosed with moderate to severe psoriasis, and 62 percent with psoriatic arthritis;
- Increasing NPF professional membership to 1,700 health care providers; and
- Reducing from 50 to 30 percent the number of individuals who report their psoriasis and psoriatic arthritis to be a problem in everyday life.

ACHIEVE GOALS

The Foundation will secure the resources to achieve these goals by:

- Generating $20 million in total revenue;
- Maintaining a $3 million operating reserve; and
- Doubling the number of volunteers engaged with NPF’s mission to more than 13,200.

“This is the most aggressive, results-driven strategic plan the National Psoriasis Foundation has ever undertaken.”

- Pete Redding, vice chair, NPF Board of Directors and chair of the NPF Strategic Plan Committee

YEAR IN NUMBERS
COMMITTED TO FINDING A CURE

As emerging research continues to demonstrate the serious, systemic effects of psoriatic disease, the National Psoriasis Foundation is dedicated to supporting the science that will lead to better treatments and a cure.

2014-2015 Research Highlights

Samples from the National Psoriasis Victor Henschel BioBank fueled two recent international studies published in the journal *Nature Communications* that uncovered new information and insight into the genetic causes of psoriasis. The first study, comparing individuals of Chinese and Caucasian descent, revealed that some genes associated with psoriasis may only lead to the disease in Caucasians. The findings shed new light on why psoriasis is more common in people of European descent. The second study identified five new genetic risk factors that can make people more susceptible to developing psoriasis.

In 2015, we awarded eight research teams each a one-year, $75,000 Discovery Grant to support the advancement of basic psoriatic disease research. Five researchers each received a two-year, $200,000 Translational Grant that focuses on converting biomedical findings into improved methods for treatment.

To support the next generation of researchers searching for a cure, NPF established a program that will offer Early Career Research Grants to graduate students and postdoctoral researchers interested in conducting projects in the field of psoriatic disease. They'll receive professional membership status at NPF and attend an annual trainee symposium featuring leading experts in the field and representatives from the National Institutes of Health.

To bridge the gap between researchers studying psoriatic disease and the people living with it, NPF began developing the second phase of an online, interactive community called Citizen Psicentist, which allows people living with psoriatic disease to share and analyze data and discuss research ideas with others in the community.

The research we fund can be divided into six categories:

- **Risk Factors**
- **Diagnosis**
- **Treatments**
- **How Psoriatic Disease Works**
- **Training New Psoriatic Disease Researchers**
- **Hereditary Studies and Genetics**

**Total Investment**

$13,115,460
Every year, the National Psoriasis Foundation invests in researchers working toward a cure for psoriasis and psoriatic arthritis. Through their ingenuity and perseverance, these scientists are making key discoveries about what causes psoriatic disease and forging pioneering approaches to treatment.

The generosity of NPF supporters has enabled leading researchers to make critical advances in their study of psoriatic disease. But the impact of philanthropy doesn’t stop there. For several of our researchers, their NPF grant has become a stepping stone to winning competitive grants from the National Institutes of Health (NIH). When this happens, our initial funding is multiplied into a multimillion-dollar investment—and a promising project can realize its potential to drive the treatments of tomorrow.

This year, NPF is proud to welcome Dr. Ulrich von Andrian of Harvard University into the community of scientists who have turned their NPF grant into a multi-year commitment from the NIH. His grant, which totals more than $1.8 million over five years, will fund a study investigating the role of the nervous system in psoriasis.

von Andrian’s research focuses on nervous system cells called pain fibers that send pain signals to the brain. Studying mice engineered to have psoriasis-like disease, he and his colleagues discovered that pain fibers send a signal to immune cells in the skin to produce pro-inflammatory proteins that play a key role in psoriasis, von Andrian said. But damaging the pain fibers stops the production of these proteins, which decreases the inflammation.

With support from the NIH, von Andrian is hoping to discover the particular signal that pain fibers send to the immune cells to trigger inflammation, he said. If he is successful, he might also discover a new way of treating psoriasis.

“Because if you know the signal, then you can conceivably come up with drugs that inhibit this signal,” von Andrian said. “And that would be another way to potentially very effectively treat psoriasis.”

His NIH grant builds upon a legacy of NPF-supported research that began with a past NPF grantee, Dr. Lorena Riol Blanco. Winning this grant is a critical milestone on a journey that began in 2011, when Riol Blanco, then a post-doctoral researcher at Harvard, won a $50,000 NPF Discovery Grant to launch this project. In 2014, the NPF awarded her a $200,000 Translational Grant. When she left Harvard, von Andrian took over the grant, making key research advances that resulted in the NIH award.

“We were committed, and have continued to be committed, to continue this research,” von Andrian said.

Without NPF support, this research would not be possible, he said. Cutbacks in federal funding for scientific research means that many projects, with the potential to improve the lives of patients everywhere, never get off the ground. This can have a devastating impact on the health of future generations and on the future careers of researchers who are just starting out.

“I see so many young scientists in our research community giving up their research labs – literally, throwing in the towel,” von Andrian said. “I think we are at risk of losing a whole generation of scientists that are supposed to be making the progress of tomorrow.”

Fortunately, thanks to NPF funding, von Andrian and his colleagues can continue to make groundbreaking advances with the potential to transform treatments for psoriatic disease. Their Discovery and Translational grants allowed the research team to gather valuable data to convince the NIH that the project was worth pursuing.

“I really would like to express my appreciation to the National Psoriasis Foundation for supporting this work,” he said. “People generously opened their wallets to allow us to use these funds to come to where we are now. It wouldn’t have happened without this contribution.”
UNITED FOR THE CAUSE

The National Psoriasis Foundation engages in various patient outreach, provider education and advocacy endeavors throughout the year. These three tiers work in tandem to support our mission of improving the health outcomes of those living with psoriatic disease.

2014-2015 Foundation Highlights

PATIENT SUPPORT

Through our outreach efforts, we’re building a community for those living with psoriatic disease to share their experiences and support one another.

• TalkPsoriasis.org, our online message board enabling people around the world affected by psoriasis and psoriatic arthritis to connect, exchange information and make new friends, has grown to nearly 63,500 members this year.

• Our Psoriasis One to One program connects people who are newly diagnosed and parents in need of advice and emotional support to compassionate volunteers who know firsthand the ins and outs of living with psoriatic disease. To date, more than 1,100 people have been matched with a volunteer mentor through Psoriasis One to One.

• Our free health webcasts give more than 5,000 participants each year access to helpful Q&A’s with medical professionals who offer insight on a variety of topics from new treatments and health advice to advances in research and access to care.

• Planning is well underway to launch the National Psoriasis Foundation’s Patient Navigation Center in early 2016. This comprehensive service will offer ongoing compassionate and supportive care to all those affected by psoriatic disease.

• Our award-winning Psoriasis Advance magazine and its digital counterpart, Advance Online, continue to be a valued information resource for our constituents. We’ve expanded our news offering with the NPF blog, which delivers the latest information on everything from advances in research to Team NPF updates and lifestyle tips.

PROVIDER EDUCATION

We take pride in being a valued partner and information resource to medical professionals across the country and remain committed to bolstering their continued education in psoriatic disease care.

• In addition to our annual live conferences and symposia, including the new NPF Dermatology-Rheumatology Trainee Psoriatic Disease Symposium designed to introduce trainees to collaborative care in psoriasis management, we offer myriad online educational opportunities through webinars and audiocasts.

• This year, we revamped our quarterly, peer-reviewed professional medical journal, Psoriasis Forum, and transformed it into the all-encompassing Journal of Psoriasis and Psoriatic Arthritis, which features original multidisciplinary research on the latest breakthroughs in psoriatic disease management and treatment.

• We continue to add new members to our President’s Council, for whom benefits include new treatment information and health plan resources for their patients and staff, access to complimentary educational offerings and networking opportunities.

ADVOCACY

Harnessing the collective efforts of tens of thousands of advocates, NPF works diligently to shape the laws and policies that affect people with psoriasis and psoriatic arthritis.

• NPF led the successful campaign to secure a day-long FDA meeting to be held on March 17, 2016, that will focus on issues of drug development and benefit risk affecting the psoriatic community. Psoriasis is one of only 24 diseases that will receive such a meeting over a five-year period.

• We continue to work with the Centers for Disease Control and Prevention (CDC) to advance a public health agenda for psoriasis and psoriatic arthritis. Most recently, an arm of the CDC released additional data on the prevalence and severity of psoriasis, information NPF and our researchers are working to build upon further.

• NPF has increased its visibility and engagement on Capitol Hill by recruiting more members of Congress as supporters of our advocacy agenda. In addition to our efforts on the federal level, we’ve made tremendous progress at the state level this year. We advocated on more than 25 bills limiting out-of-pocket expenses, reducing the burden of step therapy and urging physician notification of a biosimilar substitution.

• NPF is a recognized leader of multi-stakeholder advocacy efforts. We co-chaired the influential National Institute of Arthritis Musculoskeletal and Skin Diseases Coalition, a 90-member organization focused on NIH research. We play a leading role in the Coalition for Accessible Treatments. With more than 30 organizations as members, we’re leading the fight to reduce out-of-pocket costs associated with specialty drugs.

IMPROVE HEALTH OUTCOMES
Shortly after the birth of her son, both aspects of Danielle Currey’s psoriatic disease flared simultaneously. Lesions covered her torso, legs, arms and ears, while arthritis moved into her hips, hands, elbows and pelvis.

At the age of 22, Currey was horrified by her doctor’s prediction that she would be confined to a wheelchair by the time she reached her 30s. Not only did she beat those odds, she put herself through medical school and now runs her own multi-doctor naturopathic practice in Milwaukie, Oregon.

Dr. Currey has made it her business to improve the health outcomes of patients, including individuals just like her who are living with psoriasis and psoriatic arthritis. “I think psoriatic disease has made me more empathic, especially for people who are struggling with chronic pain,” she said. “I want to help other people not go through things that I did. It gives me a purpose and a drive and a calling.”

Dr. Currey’s experiences have made her a valuable asset to the National Psoriasis Foundation. “As both a person living with psoriasis, a doctor working with people with psoriasis, and as an alternative medicine practitioner/primary care doctor, I believe I have a unique perspective and a lot to contribute,” she said.

She first got involved in the organization in September 2014 when she participated in the Team NPF Walk in Portland. Afterwards, a survey went out seeking suggestions for improvement. Currey’s thoughtful input caught the attention of NPF staff who invited her to attend the Portland division’s annual retreat. “From there, I joined the volunteer board for the Portland division and haven’t looked back,” she said.

Currey has contributed to numerous NPF efforts over the past year. She serves as a patient partner on the Citizen Pscientist Governance Committee and helped organize the Portland division’s inaugural Bingo Fest in February. Currey also attended the Capitol Hill Fly-in in early March. Although the meeting was snowed out, “We were able to deliver information packets to some of the staff the day before,” she recalled.

Currey also attended the 2015 National Psoriasis Foundation Volunteer Conference and Research Symposium held back-to-back in San Francisco in July. “I spoke about patient experience to a group of researchers and shared my own personal story,” she recalled. “I also spoke to volunteers at the volunteer conference and led a couple of roundtable discussions about alternative medicines and psoriatic disease, which went very well.”

Patient-focused organizations like NPF are founded on the principle of supporting individuals who suffer from chronic conditions such as psoriasis and psoriatic arthritis, Currey noted. “These groups are there to support people who have a certain disorder or know someone and love someone living with a chronic condition. They have a clear focus on how best to help and support those people,” she said.

Educating patients, providers and policymakers through her volunteer work with the organization has proven to be a worthwhile experience for Currey. She believes it’s “very important” to volunteer with organizations like NPF because “it’s a way of making sure your voice is heard and your concerns are recognized,” she said.

“And it gets you out of the house. And you meet likeminded people. And it’s fun,” Currey added. “There are fewer reasons not to do it than there are reasons to do it, I would say.”
WE PUT THE FUN IN FUNDRAISING

Team NPF is a group of everyday people with or without psoriatic disease who come together by walking, running, cycling and DIY-ing for a cure. In 2007, we made a commitment to raise $10 million by the end of 2015, and we’re excited to report that we’re right on track to achieving that goal.

2014-2015 Team NPF Highlights
When Edward Lewis first got involved with the National Psoriasis Foundation in 1984, he did so “out of love and support for my daughter,” he said.

Diane Paul (née Lewis) was in her early teens at the time and had been diagnosed with psoriasis just a few years earlier. When she asked her father to accompany her to an NPF event in Newport Beach, California, it inspired the now-retired real estate investor and broker to start donating some of his time and resources toward fundraising for the organization.

Three decades ago, “the National Institutes of Health wasn’t supporting psoriatic disease research funding, and there wasn’t much money coming in from any other fields,” Lewis recalled. “So we had to appeal to the people who had psoriasis or who had loved ones with psoriasis. A lot of them were quite discouraged because there wasn’t substantial progress taking place at the time.”

That started to change in the 1990s when the Human Genome Project sparked the systematic search to identify the genes that determine psoriasis, and scientists realized the profound impact biologic medications had on treating the overzealous immune cells that cause the disease.

“I started attending the different conferences being held for physicians and researchers in places like Stockholm and Paris because I realized that when you speak to people who could potentially be major donors, they want to know what is happening in the field of research. They want to see results,” Lewis said.

“By speaking with the researchers myself, I was able to give encouraging – not vague – answers to the people who wanted to know where their money was going and what they could expect from their donations. And in the meantime, pharmaceutical companies stepped in and started treating psoriasis in a way that’s really valuable.”

When one of the first biologics for treating psoriasis became available, Lewis recalled that Diane was asked to speak in front of a FDA committee and share her experiences with the treatment and its side effects.

“The committee members felt strongly after her comments that it was a drug they wanted to improve, and they did,” Lewis said. “Today, I think many of the medications are far more successful, and from what my daughter tells me, this is the case. The National Psoriasis Foundation has done a fantastic job of getting pharmaceutical companies interested in developing products that are helpful.”

Lewis is one of countless results-driven NPF supporters who help us secure the resources and funding we need to achieve our mission: to improve the health outcomes of those living with psoriatic disease and accelerate the research needed to discover a cure.

“I’m a bottom line kind of guy,” admitted Lewis, who served on the board from 2004 to 2009. “I couldn’t sell a product I didn’t believe in. But seeing the tremendous dedication and compassion that the National Psoriasis Foundation has for people living with psoriasis, that encouraged me a great deal.”

He looks at generosity as “not giving but sharing what we have with others, whether it’s your money, time, effort, thoughts, feelings – whatever,” Lewis explained. “Sharing with others is not only a noble experience but a gratifying experience. It takes us out of being stuck in our own needs and wants, and elevates our lives.

“So when people ask me why they should donate or support the National Psoriasis Foundation, I remind them that it’s not just for the work that the NPF does, it’s what it does for each of the individuals who have psoriasis that makes a difference.”

Edward Lewis

“When people ask me why they should donate or support the National Psoriasis Foundation, I remind them that it’s not just for the work that the NPF does, it’s what it does for each of the individuals who have psoriasis that makes a difference.”

Edward Lewis
We are deeply grateful to you, our donors, whose support enables us to continually renew and expand our commitment to the mission to find a cure for psoriasis and psoriatic arthritis. For the fiscal year ended June 30, 2015, we received revenue of $9.2 million in gifts, pledges and other support.

We remain focused on finding a cure and better treatments for psoriasis and psoriatic arthritis. During the fiscal year, NPF awarded five researchers a total of $1 million in Translational Grants, and eight researchers a total of $550,000 in Discovery Grants; in addition, we funded 11 Medical Dermatology Fellowships totaling $550,000. We continue to build the BioBank to further the study of psoriasis genetics.

During this fiscal year, we committed over $7.4 million, or 78 cents of every dollar spent, to programs which advance the mission of the Foundation. NPF is fiscally sound with $7.5 million in assets.

NPF is a member of the National Health Council, which requires that all members meet their standards for good operating practices. The standards require that member agencies maintain the highest standards of organizational effectiveness and public stewardship. Additionally, Charity Navigator gave us their coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

We are proud of our efforts toward the accomplishment of our mission this year, and we remain dedicated to our role as stewards of the funds entrusted to us.

Thank you for your generosity.

Sincerely,

Chip Newton
### 2014-2015 CORPORATE PARTNERS AND SPONSORS

Thank you to the corporations and organizations that donated their time, funds and support to the National Psoriasis Foundation. Corporate partners are critical to the success of the foundation and improving the lives of those affected with psoriatic disease.

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- **$1 MILLION - $1.49 MILLION**
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