

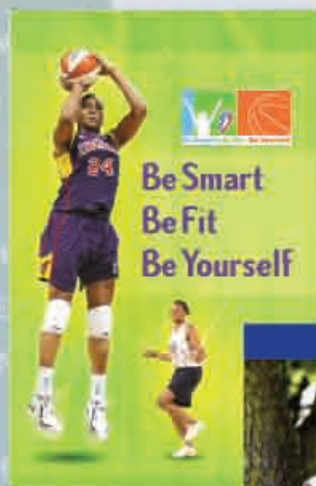


Making Progress Through Partnerships



2007 ANNUAL REPORT

Established in 1984, the National Osteoporosis Foundation (NOF) is the nation's leading voluntary health organization solely dedicated to osteoporosis and bone health. Osteoporosis, or porous bone, is a disease characterized by low bone mass and structural deterioration of bone tissue, leading to bone fragility and an increased susceptibility to fractures, especially of the hip, spine or wrist, although any bone can be affected.



Strong Women Stand Tall
ESSAY CONTEST

Nominate an inspirational woman for a chance to win a trip to New York City!

Did you know that a woman's risk of hip fracture due to osteoporosis is equal to her risk of breast, uterine and ovarian cancer combined?

Osteoporosis can strike women at any age with highly damaging effects. The **National Osteoporosis Foundation** recognizes strong women who stand tall every day in their fight against osteoporosis.

Send an essay that celebrates and shares the story of a woman you know who lives with osteoporosis, but still possesses inner and outer strength for herself, her family and her community.

The winning essayist and nominee will receive a trip to New York City to attend the **National Osteoporosis Foundation's Silverstein Ball** in May 2008 and the nominee will receive the **Strong Women Stand Tall Award**.

The top essay will be featured in **Women's Day** and on **WomensDay.com**, so you can vote for your favorite essay!

NO PURCHASE NECESSARY TO ENTER OR WIN. Entry period: June 18 - Sept 18, 2007. To enter and visit the complete official rules, go to WomensDay.com/NOF.

NATIONAL OSTEOPOROSIS FOUNDATION
Standing Tall For You®

NOF's Mission

To prevent osteoporosis and related fractures, to promote lifelong bone health, to help improve the lives of those affected by osteoporosis and to find a cure through programs of awareness, advocacy, public and health professional education and research.



Take The Steps For Strong Bones™ Walking Challenge!



PROUDLY SPONSORED BY
WomensDay

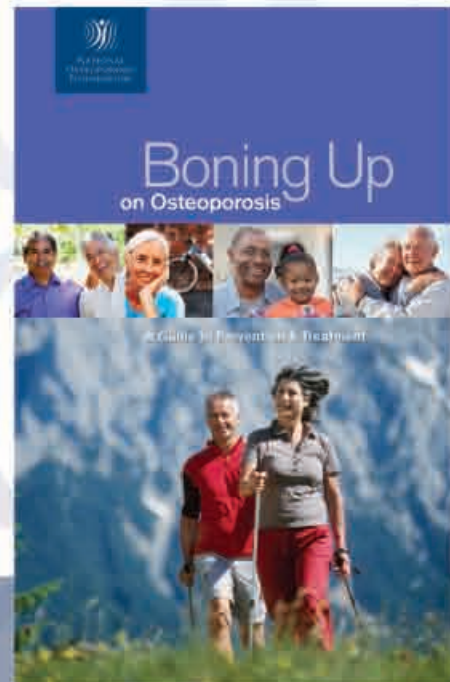
Prevalence

Prevalence: According to NOF prevalence estimates and reinforced in “Bone Health and Osteoporosis: A Report of the Surgeon General,” osteoporosis is a major public health threat for an estimated 44 million Americans, or 55 percent of the people 50 years of age and older.

In the United States today, 10 million individuals are estimated to already have the disease. Almost 34 million more people are estimated to have low bone mass, placing them at increased risk for osteoporosis. Of the 10 million Americans estimated to have osteoporosis, eight million are women and two million are men. One in two women and one in four men age 50 and older will have an osteoporosis-related fracture in her or his lifetime.

NOF's Vision

To make bone health a reality and lifelong priority for all individuals.



Making Progress through

MESSAGE FROM THE CHAIRMAN, PRESIDENT AND EXECUTIVE DIRECTOR

In 2007, the National Osteoporosis Foundation (NOF) made significant progress in the fight against osteoporosis.

Throughout the year, NOF brought together patients, leaders from medicine, research, business and government and members of the media with a common goal of making bone health a reality and lifelong priority for all Americans. These relationships, coalitions and public/private partnerships helped us increase awareness of osteoporosis and bone health for both the public and health professionals.

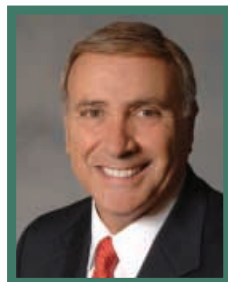
NOF built strong education and awareness initiatives with support from corporations, foundations, organizations, individuals and media, bringing audiences across the country the message, "Osteoporosis. It's Beatable. It's Treatable." Working with NOF's many advocates, Congressional leaders and the National

Coalition for Osteoporosis and Related Bone Diseases, NOF advocated for meaningful legislation on issues relating to bone health, including patient access to bone mineral density testing and expanded osteoporosis education. Through NOF's Interspecialty Medical Council, Scientific Advisory Council and our International Symposium on Osteoporosis, NOF continued its strong tradition of working with health professionals to advance osteoporosis research and clinical practice in the field.

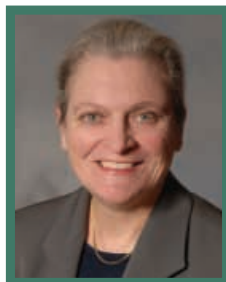
With our partners we reach more individuals together than we can on our own, and in 2007, those efforts helped us advance our mission and programs of education, awareness, advocacy and research. As the nation's leading voluntary health organization solely focused on osteoporosis and bone health, we are making progress through partnerships.

For millions of Americans in the U.S., breaking a bone from osteoporosis will start a downward spiral of health that will lead to disability, depression and the loss of their independence. It will seriously impact their quality of life, health and wellbeing. However, for many, osteoporosis is beatable and treatable. Prevention, detection and, in some cases, treatment are the keys to tackling this disease, and the NOF is working to educate people of all ages on how to take the necessary steps to keep their bones healthy and strong for a lifetime.

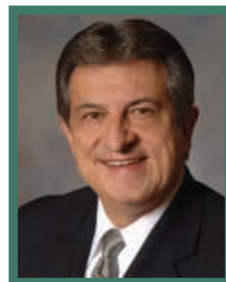
NOF is proud to lead the charge in the fight against osteoporosis. Your ongoing support is essential in helping us make further progress in advancing bone health nationwide. Thank you.



*The Honorable
Daniel A. Mica*



Ethel Siris, M.D.



Leo Schargorodski

Sincerely,

The Honorable Daniel A. Mica
Chairman

Ethel Siris, M.D.
President

Leo Schargorodski
Executive Director and CEO

Partnerships

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Education

The Education Department of the National Osteoporosis Foundation is responsible for developing educational materials and activities for consumers, patients and health professionals. During 2007, the Department had the following accomplishments:

EDUCATING THE PUBLIC &

PATIENT EDUCATION

NOF operates a robust Inquiry and Response Center that responds to questions from osteoporosis patients, caregivers, health professionals and the general public. In 2007, 5,471 contacts were handled during the year. Many of these inquiries are handled personally by NOF staff and nearly all contacts receive printed information to help them be better informed about osteoporosis and bone health. In response to these inquiries, NOF distributed more than 51,850 educational brochures and fact sheets without charge.

NOF also distributed 365 free health fair packets to community groups. Each packet contains multiple copies of NOF publications and permission to make copies of fact sheets on the most common questions asked by the public.

Boning Up on Osteoporosis: a Guide to Prevention and Treatment is core to NOF's educational materials for individuals, and is central to the organization's education mission. This 100-page booklet

provides a comprehensive, yet concise, overview of the prevention, diagnosis and treatment of osteoporosis for individuals. During 2007, NOF initiated the revision and redesign of *Boning Up on Osteoporosis*, focusing on four areas:

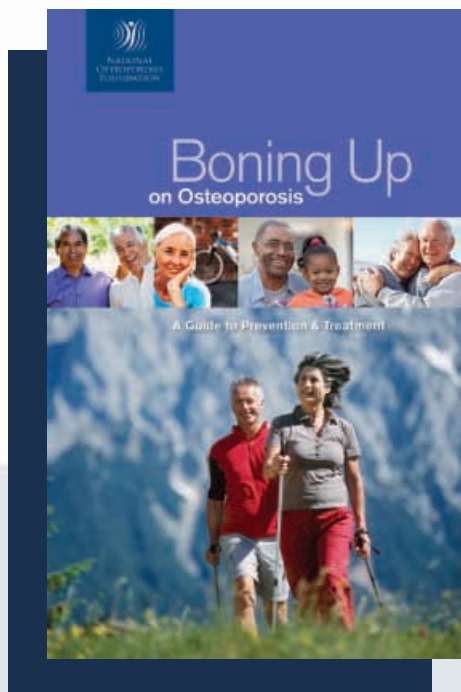
- Updating and expanding content
- Addressing the needs of patient audiences
- Redesigning and enhancing readability using health literacy guidelines
- Spanish translation, including appropriate redesign and formatting

Additionally, NOF's educational materials including fact sheets, Web site information and print publications were reviewed and updated to ensure consistent and accurate information. As materials are updated, principles of health literacy are incorporated into NOF materials in order to ease the reading level, revise the appearance of text and integrate culturally appropriate language into each piece so it is understandable and more engaging to NOF's audiences.

SUPPORT PROGRAMS

NOF oversees and coordinates a nationwide network of patient support groups focused on helping people living with osteoporosis to cope with the disease and improve their quality of life. During the year, the number of NOF-affiliated support groups increased from 78 at the end of 2006 to 85 at the end of 2007, an increase of 9 percent.

Not all people requiring support and information are able to participate in a live support group. To help address this need, NOF launched a social support and networking Web site to connect those people affected by osteoporosis. Membership is open to patients, caregivers or health professionals who have a personal or professional interest in the prevention, diagnosis or treatment of osteoporosis. "The Osteoporosis Community" is available through the NOF Web site at www.nof.org or <http://osteoporosis.clinicahealth.com>.



PROFESSIONAL EDUCATION

The 7th International Symposium on Osteoporosis (7th ISO) was held April 18-22, 2007 in Washington, DC at the Marriott Wardman Park Hotel. A total of 921 health professionals participated.

The goal of the 7th ISO was to provide physicians and other healthcare practitioners with the most current and clinically relevant information on the prevention, diagnosis and treatment of osteoporosis. The design of the symposium

PROFESSIONALS

objectives, content and format supported the learning needs of physicians and allied health practitioners who are involved in the day-to-day activities of counseling, diagnosing and treating people at risk for, or who have, osteoporosis. Findings presented at the meeting provided researchers and healthcare practitioners with vital information and data about osteoporosis that will assist them to better identify people at risk and improve treatment of those who have osteoporosis. The target audience was primary care practitioners as well as specialists in endocrinology, rheumatology, OB-GYN, geriatrics and others.

Highlights of the meetings included an address by the Honorable Mike Leavitt, Secretary of Health and Human Services, and by Dr. Mark McClellan, Visiting Senior Fellow AEI-Brookings Joint Center for Regulatory Studies, and former Commissioner of the Food and Drug Administration and former administrator for the Centers for Medicare and Medicaid Services.

of the PowerPoint presentation is to provide slides to physicians and other healthcare professionals to use when they are speaking to their professional colleagues. The slides may be downloaded from the NOF Web site for insertion in any professional presentation. Registration is required of those who wish to download the slides and follow up includes an evaluation form.

The CE component of this project will be based upon case studies. This component is currently underway and is expected to be added to the Web site in mid-year 2008.

*Professional Education:
NOF staff member, Betty
Hawkins, handing
out NOF's educational
materials to attendees
of the 7th ISO.*

*Professional Education:
Mike Leavitt,
U.S. Secretary of Health
and Human Services
addressing attendees
of the 7th ISO.*



CONTINUING EDUCATION

CONTINUING EDUCATION

During 2007, two issues of *Osteoporosis: Clinical Updates*, NOF's health professional newsletter, were produced and distributed to more than 27,000 professional members and other interested health professionals. The issues covered the following important topics:

- Bone Quality & Osteoporotic Fracture
- Bariatric Surgery and Osteoporosis

In addition to live educational activities, NOF also offered the opportunity to obtain professional education credit through its Web site. Activities are based upon the content of the *Osteoporosis: Clinical Updates* newsletter. More than 400 physicians and health professionals participated in NOF's online continuing education (CE) program, an increase of 30 percent over the previous year.

NOF launched its Osteoporosis Slide Set for Health Professionals in April 2007. The purpose

OUTREACH AND EXHIBIT ACTIVITIES

In order to increase awareness of NOF and the educational materials available for patients and professionals, NOF exhibits at various professional membership society meetings throughout the year. During 2007, NOF participated as exhibitors for the following annual professional meetings, attended by more than 72,000 health professionals:

- American Academy of Family Physicians
- American Association of Orthopedic Surgeons
- American College of Rheumatology
- American Public Health Association
- American Society for Bone and Mineral Research
- BIO
- Nurse Practitioners in Women's Health

During the year, NOF also participated in the NBC4 Your Health and Fitness Expo, a community-wide health fair, attended by more than 80,000 people.

Awareness

NOF is working to increase awareness of osteoporosis and bone health among women and men of all ages and backgrounds. We are dedicated to diminishing the scope and burden of this disease and helping people maintain active, healthy and independent lives.

BUILDING PUBLIC AWARENESS

OSTEOPOROSIS REPORT NEWSLETTER

NOF's quarterly newsletter, *Osteoporosis Report*, was distributed to more than 65,000 individuals. The newsletter provides a frequent source of reliable, up-to-date information on osteoporosis and bone health, including expert advice, weight-bearing exercise, calcium-rich recipes and NOF initiatives.

MEDIA RELATIONS

Members of the media look to NOF as a leading, independent resource for advice and evaluation on the latest in osteoporosis prevention, diagnosis and treatment. NOF worked with a variety of consumer and trade media outlets to provide the most recent, science-based information on osteoporosis and bone health.

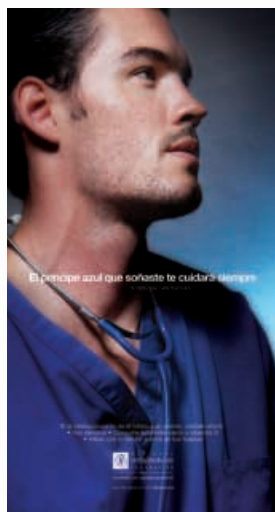
WEB SITE

NOF's Web site received a monthly average of 1.5 million hits and 75,000 unique visitors. People turned to www.nof.org for the information, support and materials on bone health and osteoporosis prevention, diagnosis and treatment; health professionals found resources to educate patients with osteoporosis as well as refresh their education with continuing education (CE) and downloadable materials; advocates contacted Members of Congress on important bone health issues; and researchers and scientists were able to access the latest issues of NOF's *Osteoporosis: Clinical Updates*.



HEALTH FORUM

NOF partnered with the TV show, Health Forum, to produce a feature on osteoporosis and NOF called *Healthy Bones, Healthy Lives*, which was filmed at the 7th ISO. It featured information on the prevention, diagnosis and treatment of osteoporosis and included interviews with NOF's leadership, including Dr. Ethel Siris, president of NOF; Dr. Larry Raisz, NOF Board Member; Dr. Deborah T. Gold, NOF Board Member; Dr. Felicia Cosman, clinical director of NOF; and Leo Schargorodski, executive director of NOF. It also featured NOF staff, support group leaders and osteoporosis patients. The segment was broadcasted on WE-Women's Entertainment and on Oxygen Network (*Oh!*) and on regional ION stations. NOF has posted the piece on its Web site and on YouTube.



OSTEOPOROSIS AWARENESS AND PREVENTION MONTH, MAY 2007

Each May, NOF celebrates Osteoporosis Awareness and Prevention Month by increasing national attention and public awareness of osteoporosis and the steps we can take to prevent it. In 2007, NOF launched an award-winning TV, radio and print Public Service Announce (PSA) campaign with the message, "Osteoporosis. It's Beatable. It's Treatable." The campaign stars the entertaining and savvy Joan Rivers and the dynamic and talented Janet Hubert. NOF also created an award-winning TV, radio and print PSA campaign for the ever-growing Latino population. In addition, NOF created a Bone Tool Kit full of easy-to-ready information on bone health for diverse audiences. The Kit was distributed to NOF's network of health professionals, corporate and community partners, medical associations and the Health Resources and Services Administration (HRSA) clinics, which provides access to healthcare services for the uninsured, isolated or medically vulnerable. Also during May, National Osteoporosis Awareness and Prevention Month, NOF partnered to convene a very well attended congressional briefing, "Healthy Bones, Healthy Life." The agenda featured actress Sally Field, who encouraged women to protect themselves against fractures so they can remain active and reduce their risk of a debilitating injury. She was joined by NOF President Ethel Siris, M.D., NOF Scientific Advisory Council Member Laura Tosi, M.D., Senator Lisa Murkowski and Congresswoman Shelley Berkley, who introduced a congressional resolution in support of the month's goals and addressed the forum.



Awareness Month: Academy Award winning actress Sally Field at a Capitol Hill briefing on May 17, 2007 in Washington, DC addressing osteoporosis and bone health. The briefing, "Healthy Bones; Healthy Life" was held by NOF and the Society for Women's Health Research. Listening are Dr. Ethel Siris, NOF president and professor of clinical medicine at Columbia University (L) and Dr. Laura Tosi, director at Children's National Medical Center in Washington (C).

WORLD OSTEOPOROSIS DAY

WORLD OSTEOPOROSIS DAY

NOF joined organizations in 80 countries throughout the world to participate in World Osteoporosis Day on October 20. NOF's initiatives and activities focused on increasing awareness of osteoporosis and bone health and helping Americans know and reduce their risk of osteoporosis. NOF's efforts included:

Beat the Break: In recognition of World Osteoporosis Day, the October issue of *Woman's Day* magazine encouraged readers to "Beat the Break" by following a safety checklist for preventing falls and fractures in and around the home. In addition, *Woman's Day* featured the fall prevention checklist online for readers to print out and use as a resource.

Start Right, Stay Strong: NOF also teamed up with *Ladies' Home Journal* magazine in conjunction with Roche and GlaxoSmithKline to launch a new

bone health program, called "Start Right, Stay Strong." The program highlighted the importance of bone health, exercise and nutrition for women across the country through in-mall walking events and online resources. "Start Right Stay Strong" grassroots tour traveled to 10 cities across the country and ended with two events held on October 20 in celebration of World Osteoporosis Day. Each event included a one-mile mall walk, a fitness expert who led the group in stretches, educational booths and materials on bone health and osteoporosis, and the opportunity to have a heel scan from a medical professional. The events encouraged individuals across the country to take action to improve their bone health, recognize their risk for osteoporosis, and help NOF increase awareness of the disease.

STRONG WOMEN STAND TALL ESSAY CONTEST

In partnership with *Woman's Day* magazine, NOF created the Strong Women Stand Tall Essay Contest to find women across the country who live with osteoporosis and still possess inner and outer strength for themselves, their families and their communities. These are women who stay healthy and strong and empower others in their life to do the same. *Woman's Day* featured the essay contest in its magazine and online.

Research

The National Osteoporosis Foundation is searching for a cure for osteoporosis. NOF's unrelenting efforts to advocate for federal funding of osteoporosis research are coupled with NOF's own peer-reviewed Research Grants Program, which supports new investigators focused on curing, preventing, diagnosing and treating osteoporosis. These efforts help establish a critical foundation for scientific inquiry, discovery and breakthrough in the field of osteoporosis.

EXPANDING & IMPROVING

RESEARCH GRANTS

A primary focus for NOF is to ensure that adequate funding is available to support scientific research on osteoporosis prevention, diagnosis and treatment. In addition to its advocacy efforts for increased federal funding for the National Institutes of Health (NIH) and other centers of bone research, NOF raises private funds from donors, which makes it possible to provide research grants to scientists who are just starting their careers. Over the past 20 years, the NOF Research Grants Program has provided more than \$2.4 million in donor-supported funding to encourage young investigators as they begin their research careers in bone health science.

Three \$50,000 research grants were competitively awarded to young investigators for a total of \$150,000 for 2007.

- **Lilian I. Plotkin, Ph.D.**, University of Arkansas for Medical Sciences, *Role of Connexin 43 in the Anabolic Effect of Parathyroid Hormone*
- **Marcella D. Walker, M.D.**, Columbia University, *Bone Quality in Chinese American Women*
- **Francis H. Shen, M.D.**, University of Virginia, *Use of Bioactive Materials for the Repair of Osteoporotic Vertebral Fractures*

The program provides funding for clinical/translational research designed to fill gaps in current scientific knowledge on osteoporosis, including but not limited to such issues as:

- The impact of hormone replacement therapy in prevention and treatment of osteoporosis in diabetic women
- Optimal calcium intake in minority women
- Genetic factors affecting bone mass and bone metabolism
- New preventive/treatment approaches based on molecular biology
- Cost-benefit analyses of osteoporosis prevention, diagnostic and treatment techniques
- Hip fracture rates in minority men and women
- Prevention and treatment of osteoporosis in men
- The intensity, duration, frequency and type of exercise effective for prevention of osteoporosis or osteoporotic fracture
- Effective measures of screening for and treating risk factors for falling
- Means for maximizing peak bone mass in children, adolescents and young adults
- Dietary phytoestrogens and their effects on bone or fracture rates
- Clinical syndromes of abnormal bone remodeling causing skeletal fragility
- Bone quality studies in humans
- Studies to improve the ability to predict risk of fracture
- Clinical studies of the mechanisms of regulation of bone remodeling rates
- Clinical studies of targeted (mechanically driven) and untargeted (non-mechanically driven) remodeling

Public Policy

NOF advocates for support of federal osteoporosis research, awareness, education and patient access to quality osteoporosis health care.

Hon. Dan Mica, chairman of NOF (left) and Ethel Siris, M.D., president of NOF, recognize Senator Olympia Snowe (R-ME) with the Paul G. Rogers Leadership Award for her unwavering support for osteoporosis and bone health issues.



EXPANDING AND IMPROVING RESEARCH

RESEARCH

NOF, as a leader of the National Coalition for Osteoporosis and Related Bone Diseases (Bone Coalition), advocated for increased funding for targeted osteoporosis and bone research at the National Institutes of Health (NIH).

Scientists and staff met with leaders at NIH to discuss underserved areas of bone-related research. During the Fiscal Year (FY) 2007, NIH estimates that \$168 million will be spent on osteoporosis-related research. In tandem with other organizations, NOF successfully advocated for funding the National Children's Study at NIH, which targets planned physical assessments of growth, including DXA scans for bone density as 100,000 children grow.

Working with the Bone Coalition, NOF was instrumental in obtaining congressional funding for the Department of Defense (DOD)

bone research program and maintaining the \$45 million DOD Peer-Reviewed Medical Research that includes research on osteoporosis and other bone diseases. The Coalition testified before Congress and met with leaders at DOD. It maintained \$1 million for the Bone Health Military Medical Readiness Research Program and secured an additional \$800,000 in funding for FY 2008.

As a result of coordinated advocacy efforts, in which NOF played a role, several federal health agencies that conduct research and impact those with osteoporosis have increased their budgets. These include NIH, the Centers for Disease Control and Prevention along with its National Center for Health Statistics, the Agency for Health Care Research and Quality and the Food and Drug Administration.

IMPROVING ACCESS TO QUALITY HEALTHCARE

In 2007, the rule governing Medicare coverage of bone density measurement, legislation that NOF championed through Congress approximately a decade ago, was finalized. The new rule provides a lower threshold for testing patients taking certain drugs, and based on scientific evidence of the World Health Organization cited in the 2004 Surgeon General's report on bone health and osteoporosis, provides for DXA of the central skeleton (e.g. hip and spine) as the only method for confirming diagnosis of osteoporosis and monitoring drug therapy.

After meeting with federal health officials to address its concerns about potentially reduced public access to osteoporosis testing, particularly for the elderly, the frail and individuals in rural areas, as a result of reduced Medicare reimbursement, NOF, as a leader of the Alliance to Protect Patient Access to Osteoporosis Testing, was instrumental in having federal legislation, the "Medicare Fracture Prevention and Osteoporosis Testing Act of 2007," introduced in Congress to maintain reasonable Medicare reimbursement for osteoporosis testing until a study of the effects of any revisions could be completed. NOF has continued its advocacy to promote this legislative

solution through a webcast, its interactive Web site, newsletter articles, legislative alerts, briefings and press communications.

NOF also joined other groups to promote patient-friendlier health policies. For instance, it commented on the need for Medicare to expand its efforts to inform Americans with Medicare coverage about the critical preventive services available to them as well as to provide easier to navigate health plan marketing materials and comparisons among plans.

It also joined in creating materials, available on the NOF Web site, to respond to Medicare enrollee questions and helped additional individuals with questions about reimbursement to navigate the numerous available assistance programs.

Dr. David Gifford, director of the Rhode Island Department of Health, speaks about osteoporosis. (Far Right) Lee Bursley, LICSW, and NOF support group leader talks with participants at the Strong Voices for Strong Bones Training Meeting in Providence, Rhode Island.



ADVOCATE TRAINING AND DEVELOPMENT

In 2007, NOF convened another regional *Strong Voices for Strong Bones Training Meeting* in Providence, Rhode Island. Central to NOF's public policy outreach in the states, this one-day meeting provided interactive workshops focused on training attendees to effectively communicate with lawmakers on osteoporosis-related issues. State officials, local civic leaders and health professionals discussed barriers to osteoporosis healthcare and prevention while encouraging advocates to address these challenges.



NIH Osteoporosis and Related Bone Diseases

NATIONAL RESOURCE



NOF established the NIH Osteoporosis and Related Bone Diseases ~ National Resource Center with a grant from the National Institutes of Health (NIH) and has been operating the program with additional NIH funding ever since. One of NOF's oldest programs, the Resource Center is dedicated to increasing awareness, knowledge, and understanding about osteoporosis and related bone diseases, especially among at-risk but underserved populations.

2008 POCKET CALENDAR WITH TIPS AND RESOURCES FOR HEALTHY BONES FOR LIFE

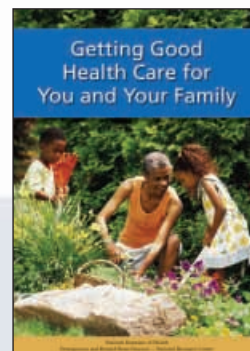
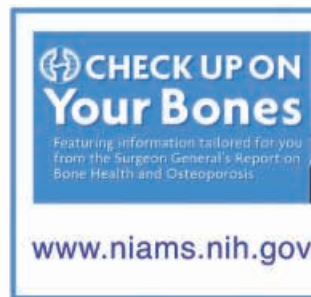
To make people aware of all the Web-based resources available through the Resource Center, staff created a pocket calendar with monthly tips on bone health and osteoporosis and online resources for more information. Designed for women of all ages, the calendar addressed such topics as getting enough calcium and vitamin D, taking care of kids and their bones, evaluating one's own risk for osteoporosis including understanding issues especially related to women and knowing your red flags, brushing up on healthy teeth and preventing falls that break bones. Close to 50,000 calendars were distributed in late 2007.

GETTING GOOD HEALTH CARE FOR YOU AND YOUR FAMILY

A needs assessment of organizations serving diverse populations conducted by the Resource Center in 2005 and 2006 identified a universal need for materials on how to talk to your doctor. The new leaflet *Getting Good Health Care for You and Your Family* was created to address that need. The leaflet provides nine excellent resources and information about how to access them on such topics as being an active member of your healthcare team, choosing a doctor, finding reliable medical information, getting a second opinion, talking to your doctor or nurse and preparing for a visit to the doctor's office.

CHECK UP ON YOUR BONE HEALTH INTERACTIVE WEB TOOL

Recognizing our own personal risk factors for bone loss and osteoporosis is often the first step toward taking charge of your bone health and preventing or minimizing the devastating effects of osteoporosis. The Resource Center's interactive Web tool, *Check Up On Your Bones*, helps us take that first step. Designed for adults age 19 and older, the tool provides personalized information on risk factors and resources based on a 5-minute personal profile filled out by the visitor to the site. To make people aware of the tool and encourage them to use it, the Center developed a bookmark promoting the tool's Web address (www.niams.nih.gov/health_info/bone).



ASIAN INITIATIVE

As part of an ongoing Asian Initiative, the Center completed the following projects:

Asian Americans/Pacific Islanders and Bone Health Literature Review.

This review of current peer-reviewed literature on Asian populations here and abroad, their bone health status and successful health education interventions targeting Asians was completed for posting online in 2008. The review will be of particular relevance to healthcare providers and other professionals interested in improving the bone health of the Asian Americans and Pacific Islanders they serve. It also points out the significant need for more research on many aspects of this fast growing and diverse population and their bone health.

Chinese Adaptation and Translation of the Surgeon General's Report on Bone Health and Osteoporosis: What It Means to You.

People who prefer to get health information in Chinese now have access to important information about their bone health in a Chinese transadaptation of the Surgeon General's Report (SGR) people's piece, *What It Means to You*. To make the publication culturally appropriate and relevant, the Resource Center arranged for new photographs featuring Chinese Americans, revised lists of



calcium-rich foods to reflect a more traditional Chinese diet and coordinated the translation of the text into traditional Chinese. The SGR people's piece is also available in English and Spanish.

EXHIBIT PROGRAM

Exhibiting at professional meetings and local health fairs is an important way the Resource Center lets health professionals and consumers know about the Center and what it has to offer. In 2007, the Center reached tens of thousands of people and distributed materials through exhibits, registration bag stuffers and other ways at 28 meetings and events. A few of the audiences reached included:

- African American nurses
- Bone researchers
- Family practice physicians
- Gynecologists and obstetricians
- Hispanic physicians and nurses
- National and city and county public health professionals
- Nurse practitioners
- Orthopaedic surgeons and nurses
- Occupational therapists
- Psychiatrists and other specialists in physical medicine and rehabilitation
- Physician assistants
- Professionals providing services to elderly and Asian populations
- School nurses

For more information on any of these materials, please call 1-800-624-2663 or visit www.niams.nih.gov/health_info/bone.

INCREASING AWARENESS, KNOWLEDGE & UNDERSTANDING



[/health_info/bone](http://health_info/bone)

The Resource Center is the only federal clearinghouse/resource center dedicated to metabolic bone diseases and the only one funded by multiple components of the NIH.

The NIH National Resource Center is funded by the

- National Institute of Arthritis and Musculoskeletal and Skin Diseases
- National Institute on Aging
- National Institute of Child Health and Human Development
- National Institute of Dental and Craniofacial Research
- National Institute of Diabetes and Digestive and Kidney Diseases
- NIH Office of Research on Women's Health
- DHHS Office on Women's Health.



Bookmarks

Philanthropy

Fulfilling NOF's mission begins with you. NOF relies on support from individuals, corporations and foundations to meet the ever-increasing demands for its programs and services. The efforts and funds raised are crucial in the fight against osteoporosis. NOF is truly grateful to the thousands of supporters who contributed to NOF in 2007.

ONE PERSON CAN MAKE A

INDIVIDUAL GIVING

Each year thousands of Americans support the mission and work of the National Osteoporosis Foundation through their personal donations. These individuals and families include people with osteoporosis, their family and friends, healthcare professionals, advocates, volunteers and others who recognize the important work being accomplished by NOF. Their generosity allows NOF to continue and expand its essential programs of osteoporosis awareness, education, advocacy and research throughout the country. We appreciate the support of these donors and we invite others to join us in this effort to save people from the debilitating

and painful affects of this disease. The following pages list a number of these donors, but it is far from an all-inclusive list of our regular contributors who provide their support through the mail, over the phone or online at www.nof.org.

PLANNED GIVING

Donors to the National Osteoporosis Foundation use a variety of ways to make their contributions. Most often gifts are made using cash. However, each year a number of our donors make the decision to invest in the future programs and success of NOF by making a larger donation through their will, a trust, a charitable gift annuity, insurance and other types of planned gifts. Regardless of the size of the gift, planned gifts are very special and are recognized as such by NOF.

PAYING TRIBUTE

When words are not enough to express one's sentiment, many people wish to share their feelings through a commemorative gift. During the course of the year, these special gifts were given in honor or memory of a loved one or friend. Gifts were also given in recognition of a special occasion. In either case, NOF is grateful to be the recipient of these tribute donations and we thank those who have made such meaningful contributions.

PAUL G. ROGERS CHAMPION CIRCLE

NOF established the *Paul G. Rogers Champion Circle* in 2006 in recognition of the Honorable Paul G. Rogers and his lifelong commitment to this nation's health-care and especially, the field of bone health and osteoporosis. Paul, who continues to serve on the Board of Trustees, was the founding chairman of the National Osteoporosis Foundation and served in that position for 19 years. The *Paul G. Rogers Champion Circle* recognizes those who join Paul in his tradition of caring by making annual gifts totaling \$1,000 or more to benefit NOF.

PAUL G. ROGERS CHAMPION CIRCLE

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Gary & Leah Bryant

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COMMUNITY EVENTS AND GRASSROOTS FUNDRAISING

COMMUNITY CORNER

The Community Corner section of www.nof.org provides key tools and resources for community members to help plan and promote an event.

These events provide vital funds for the organization and help increase awareness of osteoporosis and bone health

at the grassroots level. A variety of events were held in 2007 raising more than \$20,000:

- **Stroll for Strong Bones in Gig Harbor, Wash. hosted by Northwest Women's Physical Therapy**
- **Bike For Bones in Limerick, Pa. hosted by RSZ Orthopaedics**
- **Jeans Day at Premier, Inc. in San Diego, Calif.**
- **OsteoChallenge 2007, hosted by the Penn State Dairy Science Club in University Park, Pa.**
- **Osteoporosis 5K Walk hosted by the Soroptimist International of Fayette County in Uniontown, Pa.**
- **Petite Appreciation Events hosted by Eileen Fisher in New York, N.Y. and Westport, Conn.**
- **The 3rd Annual Charity Poker Tournament hosted by the Georgia State University Chapter of the Delta Phi Lambda Sorority in Atlanta, Ga.**
- **Casual for a Cause hosted by Family Health Care of Siouxland in Sioux City, Iowa**
- **Casual Dress Charities hosted by SuperValu/Osco Drug in Franklin Park, Ill.**

Several organizations and individuals also held health fairs and educational seminars for nurses, physicians and the public in efforts to increase osteoporosis awareness.

STEPS FOR STRONG BONES™

NOF challenged individuals across the country to take "Steps for Strong Bones™" and incorporate walking into their daily routine. Participants were asked to track their progress with a "Steps for Strong Bones™" online community that offered information on bone health and osteoporosis and incentives to continue walking. Participants were also encouraged to ask for support by way of donations to NOF from family and friends. The event boasted 76 participants from across the country who took "Steps for Strong Bones™" and raised nearly \$8,000 in donations.



Participants included both men and women as young as 18 and as old as 82. This year's top fundraiser was Rebekah Steelman, a freshman at the University of Alabama whose participation also garnered an article in her school newspaper. The challenge culminated on October 20, World Osteoporosis Day. "Steps for Strong Bones™" was sponsored by Woman's Day Magazine, Walk4Life and the WNBA.

DIFFERENCE

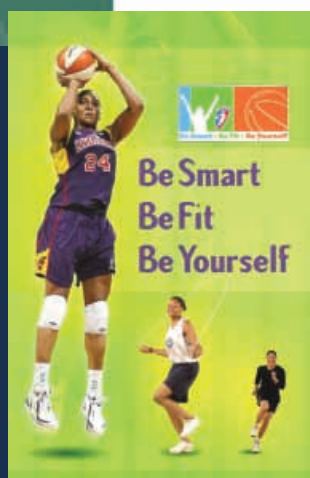
GIVING HEARTS – HEALING HANDS

PEARLS OF STRENGTH™

NOF continued to sell its *Pearls of Strength™* bracelets and raised nearly \$15,000 in 2007. The bracelets were available as a fundraiser for support groups, community and non-profit organizations as well as sale items in hospital gift shops. Inova Mount Vernon Hospital in Virginia successfully sold them to help raise funds for their "Giving Hearts ~ Healing Hands" hospital fundraiser and also sold them in their gift shop.

NOF

The WNBA - Standing Tall for Strong Bones



NOF is an official "WNBA Cares" charitable partner, working with the Women's National Basketball Association (WNBA) to increase awareness of osteoporosis and to support the WNBA "Be Smart—Be Fit—Be Yourself" program. This national fitness initiative encourages teens and women of all ages to learn more about their bodies and the importance of physical fitness. As part of the program, WNBA teams held "Be Smart—Be Fit—Be Yourself" fitness clinics and workshops featuring top players, coaches and team and league executives. NOF supported the program by providing the WNBA key facts on bone health and osteoporosis for inclusion in their "Be Smart—Be Fit—Be Yourself" fitness journal. These journals

were given to the teens and participants who attended their fitness clinic and workshops.

The WNBA also partnered with NOF to promote and support NOF's "Steps for Strong Bones™" walking challenge and fundraiser. The WNBA posted a web link to the program through the "WNBA Cares" web page. They also provided fitness journals for all "Steps for Strong Bones™" fundraising leaders. A link to NOF along with information about osteoporosis can be found on the WNBA Web site at www.wnba.com/cares.

SPECIAL EVENTS AND CORPORATE SU

THE 12TH ANNUAL SILHOUETTE BALL

In 2007, NOF's signature event, the Silhouette Ball, raised more than \$1.7 million in unrestricted gifts from corporations and individuals. The annual awards dinner dance highlighted the 2007 awareness and prevention campaign, "Osteoporosis. It's Beatable. It's Treatable," while honoring individuals who strived to improve awareness and

understanding of osteoporosis and bone health. Those honorees included U.S. Representative Shelley Berkley (D-NV), who has been a significant leader in advancing osteoporosis research and legislation and Miss Toni Stabile, writer and philan-

thropist who received the Health Communications Award. NOF also honored Dr. Antonia Novello, former U.S. Surgeon General and women's health champion; Dr. Sundeep Khosla, researcher and professor of medicine at the Mayo Clinic; and Novartis Pharmaceuticals Corporation for chairing the 2006 Gala. NOF is most grateful for the support of Gala 2007 Corporate Chair, Wyeth Pharmaceuticals, as well as the many corporations and individuals that contributed to the Silhouette Ball, listed in the pages of this report.

FRIEND OF THE NATIONAL OSTEOPOROSIS FOUNDATION

The Friend of NOF program is a fee-based recognition program acknowledging corporate citizens whose products and services offer consumers help in improving their bone health and ultimately helping in their fight to prevent osteoporosis. All partners must meet strict product content and safety guidelines along with having a high degree of integrity and strong corporate reputation in order to be considered for this program. Two new Friend of NOF partners were approved for the program in 2007 and NOF will continue working to add to this list of partners.



12th Annual Silhouette Ball honorees. Front row, left to right Nancy Lurker, Novartis Pharmaceuticals; Antonia Novello, M.D., former U.S. Surgeon General; Joan Rivers, NOF ambassador and Gala mistress of ceremonies; Toni Stabile, journalist; Ethel Siris, M.D., president of NOF and Leo Schargorodski, executive director of NOF; back row, left to right Sundeep Khosla, M.D.; Hon. Paul G. Rogers, founding chairman of NOF; Melissa Rivers, TV host and Gala mistress of ceremonies; Michael Dey, Ph.D., Wyeth Pharmaceuticals and gala chair and Hon. Dan Mica, chairman of NOF



Joan Rivers, NOF ambassador and Gala mistress of ceremonies; Representative Shelley Berkley (D-NV), Gala honoree

2007 Annual Giving

In 2007, NOF's many donors helped sustain and expand NOF's vital programs and initiatives that aim to promote bone health and fight osteoporosis across the country. NOF thanks these individuals, foundations, organizations and corporations for their generous support.

Corporate Contributors

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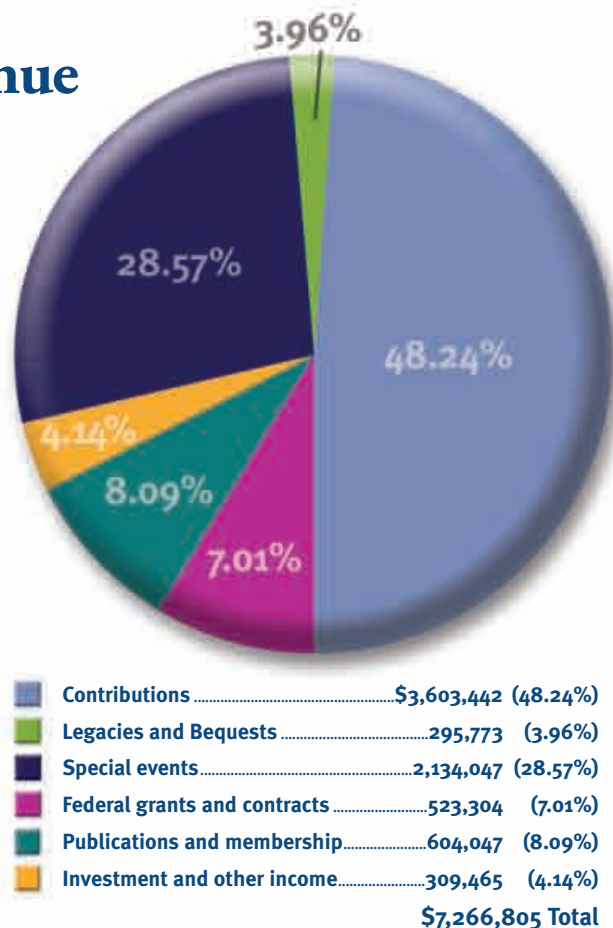
Other Organizations

Abington Memorial Hospital
American Academy of Physical
Medicine & Rehabilitation
American Association of Clinical
Endocrinologists
American College of Radiology
American College of Rheumatology
The American Society For Bone &
Mineral Research
Atlantic General Health System
Austin Area Ob/Gyn & Fertility Pa
Baptist Hospital
Delta Phi Lambda Sorority
ECHO of Northrup Grumman
Erickson Retirement Communities
Faith Lutheran Church
Foundation for Movement Intelligence
Genzyme Biosurgery
Houston Osteoporosis Support Group
International Society for Clinical
Densitometry
Merck Employee Giving Campaign
National Institute of Child Health &
Human Development
The Outpost MHS
Penn State Dairy Science Club
Peter Walker & Partners
St. Luke's Rheumatology Associates
Sorooptimist International of Fayette
Super Valu/Osco Drug
UPEC Local 792
Wellpoint Associate Giving Campaign
Women Gynecology & Childbirth
Association

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Mary S. Hansen
Elizabeth Jordan
Betty Kronitz
Annalisa Trolle Maddy

Revenue



Fred Midgley
Ruth Midgley
Marie Reisz
Marilynn K. Smith
C. Lyle Thomas
Nid Tonggootai
Anne Tucker
Helen Yankun
Dorothy Zimmer

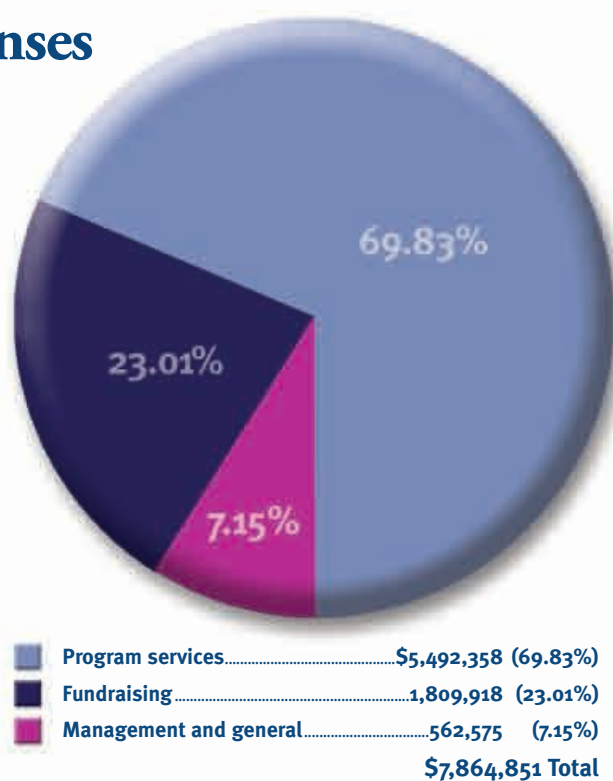
\$5,000 or more

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Francis J. Bonner, Jr., M.D.
Gary & Leah Bryant
Corinne L. Dodero Trust for
the Arts & Sciences
Mrs. Grace S. Gold
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Scott & Tammy Livingstone
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A. Mica
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Dr. Burton Spiller
Ms. Toni Stabile

\$4,999 - \$1,000

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Paul & Dorothy Schreiber
Karen Sender & Mark
Castellano
Mark & Laurie Seruya

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 Mrs. Allen Ziegler

Financials

STATEMENT OF FINANCIAL POSITION

December 31, 2007

(With Summarized Financial Information as of December 31, 2006)

	2007	2006
Assets		
Cash and cash equivalents	\$ 783,859	\$ 1,930,045
Accounts receivable	466,301	369,617
Grants and contributions receivables	491,180	785,833
Investments	2,514,284	1,582,494
Prepaid expenses	139,618	264,831
Segregated bond reserve funds	149,671	143,354
Cash surrender value of life insurance	19,523	20,022
Bond issuance costs, net of accumulated amortization of \$20,558 and \$18,140	52,001	54,419
Inventory	81,378	80,899
Property and equipment, net	5,414,317	5,601,492
TOTAL ASSETS	<u>\$ 10,112,132</u>	<u>\$ 10,833,006</u>
Liabilities and Net Assets		
Accounts payable and accrued expenses	\$ 417,795	\$ 374,740
Deferred revenue	62,731	380,691
Bonds payable	3,530,000	3,640,000
Interest rate swap contract	312,730	238,720
Capital lease obligations	56,145	71,351
Total Liabilities	<u>4,379,401</u>	<u>4,705,502</u>
Net Assets		
Unrestricted	4,143,052	4,534,190
Temporarily restricted	1,409,667	1,513,302
Permanently restricted	180,012	80,012
Total Net Assets	<u>5,732,731</u>	<u>6,127,504</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 10,112,132</u>	<u>\$ 10,833,006</u>

STATEMENT OF ACTIVITIES

For the Year Ended December 31, 2007

(With Summarized Financial Information for the Year Ended December 31, 2006)

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	2007 TOTAL	2006 TOTAL
Revenue and Support					
Grants and contributions	\$ 2,023,084	\$ 704,706	\$ 100,000	\$ 2,827,790	\$ 1,657,160
Special events, net of direct benefits of \$133,122 and \$123,153	1,569,372	564,675	-	2,134,047	1,869,818
Donated services and materials	775,652	-	-	775,652	13,083
Federal grants and contracts	523,304	-	-	523,304	759,915
Royalty income	421,521	-	-	421,521	236,999
Legacies and bequests	247,386	48,387	-	295,773	1,994,984
Rental income	180,853	-	-	180,853	174,738
Investment income	151,035	-	-	151,035	115,258
Publications sales	92,216	-	-	92,216	201,462
Membership dues	90,310	-	-	90,310	109,997
Miscellaneous income	51,587	-	-	51,587	67,106
Unrealized gain (loss) on interest rate swap	(74,010)	-	-	(74,010)	66,285
Net assets released from restrictions:					
Satisfaction of program restrictions	1,402,792	(1,402,792)	-	-	-
Satisfaction of time restrictions	18,611	(18,611)	-	-	-
TOTAL REVENUE AND SUPPORT	<u>7,473,713</u>	<u>103,635</u>	<u>100,000</u>	<u>7,470,078</u>	<u>7,266,805</u>
Expenses					
Program Services					
Communications	1,824,008	-	-	1,824,008	817,692
Professional education	1,371,997	-	-	1,371,997	602,609
Patient education	992,507	-	-	992,507	1,000,495
Public policy	616,149	-	-	616,149	445,577
National Resource Center	482,233	-	-	482,233	789,202
Research	205,464	-	-	205,464	230,665
Total Program Services	<u>5,492,358</u>	-	-	<u>5,492,358</u>	<u>3,886,240</u>
Supporting Services					
Fundraising	1,809,918	-	-	1,809,918	1,639,962
Management and general	562,575	-	-	562,575	664,350
Total Supporting Services	<u>2,372,493</u>	-	-	<u>2,372,493</u>	<u>2,304,312</u>
TOTAL EXPENSES	<u>7,864,851</u>	-	-	<u>7,864,851</u>	<u>6,190,552</u>
Change in Net Assets	(391,138)	(103,635)	100,000	(394,773)	1,076,253
NET ASSETS, BEGINNING OF YEAR	4,535,190	1,513,302	80,012	6,127,504	5,051,251
NET ASSETS, END OF YEAR	<u>\$4,143,052</u>	<u>\$1,409,667</u>	<u>\$180,012</u>	<u>\$5,732,731</u>	<u>\$6,127,504</u>

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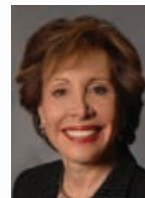
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