



OSTEOPOROSIS

■ AWARENESS ■ EDUCATION ■ ADVOCACY ■ RESEARCH

2 0 0 9 | Annual Report



25 YEARS

Celebrating 25 years of dedicated service...

National Osteoporosis Foundation Mission and Vision

The National Osteoporosis Foundation (NOF) is the leading consumer and community-focused health organization dedicated to the prevention of osteoporosis and broken bones, the promotion of strong bones for life and the reduction of human suffering through programs of public and clinician awareness, education, advocacy and research.

The National Osteoporosis Foundation is committed to the prevention, diagnosis and treatment of this disease. For more information on the National Osteoporosis Foundation, visit www.nof.org.

Since 1984, NOF has made great strides in combating osteoporosis. It is through the support of individuals, companies and associations that NOF will continue to advocate medical research towards a cure, propel a standard of care for osteoporosis management and lead the charge in changing health behaviors to ensure better bone health for all individuals.

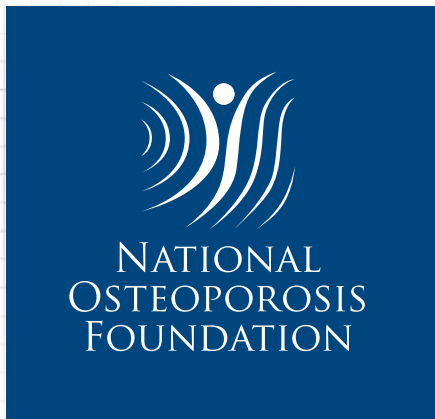
A Health Threat of Epidemic Proportions

Osteoporosis is a disease characterized by weakened and fragile bone tissue, leading to an increased chance of breaking a bone. The weakened tissue is due to changes in the amount and structure of bone. While people with osteoporosis are most likely to break bones in the spine, hip or wrist, almost any bone can be affected. These bone breaks often occur with minor accidents such as falls, or banging into objects, but can even occur without any injury.

Nearly half of all women older than 50 will break a bone because of osteoporosis. An estimated one in four men will too. A 2004 Surgeon General's Report declared osteoporosis a major public health threat, warning that the disease had reached "epidemic" proportions. Today, an estimated 44 million Americans are affected by osteoporosis and low bone mass.

The opportunity to defeat osteoporosis has never been greater than it is today and the stakes have never been higher. The National Osteoporosis Foundation is undertaking an aggressive national action plan to prevent osteoporosis, promote lifelong bone health, find a cure for the disease and help those affected by it.

As we look into the future, NOF is increasingly committed to our goal of advocating for increased federal funding for expanded osteoporosis and bone health research. This research provides a critical foundation for scientific inquiry, discovery and breakthrough in the field of bone health, vital to improving the overall health of all Americans.



Independence and Objectivity

NOF maintains independence and objectivity in all its programs and activities. NOF does not endorse any particular product, service or point of view, but does inform the public about all FDA-approved therapies, as well as the availability of other appropriate products and services as part of its educational responsibility to the public and healthcare professionals. Scientific members of NOF's Board of Trustees, as well as other leading experts in the field of osteoporosis, are routinely consulted to provide a fair and balanced perspective regarding written materials and educational programming.

Founded on the Need to Share Knowledge

The founding of NOF dates back to April 1984, when the National Institutes of Health held a Consensus Development Conference on Osteoporosis. The panel considered current scientific knowledge on osteoporosis and agreed on answers to several key questions about osteoporosis. The Consensus Conference sparked national media interest in osteoporosis. To provide a strategy for responding to this broad interest, in 1984 the Osteoporosis Foundation was founded. The organization was renamed the National Osteoporosis Foundation (NOF) in 1985.



Message from the Chairman and President

2009 marked 25 years of the National Osteoporosis Foundation's (NOF) pioneering efforts to make bone health a reality and a lifelong priority for all individuals. During that time, NOF has served as the nation's leading health organization dedicated solely to osteoporosis and bone health. NOF delivers a breadth of information and resources to help both patients and health professionals; fosters understanding of osteoporosis risk factors and prevention and treatment options; advances quality and patient access to healthcare; and works to expand medical research towards better treatments and ultimately a cure.

NOF's mission is to change the course of this devastating disease: 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, public and health professional education, advocacy and research. In the past 25 years researchers have developed effective new treatments for osteoporosis, and people of all ages are learning — through the efforts of NOF — that a bone-healthy lifestyle, including exercise and eating right, can help prevent the disease. Now, bone mineral density (BMD) tests can tell if you have osteoporosis before you suffer a broken bone, making prevention and early detection more of a reality than ever before. As a result, osteoporosis has never been more beatable, and more treatable, than it is today. In 2009 NOF engaged in efforts that led to several additional major milestones that are detailed in this report.

As we celebrate the great strides we have made over the last 25 years in the fight against osteoporosis, we look forward to the next 25 and beyond as we continue our efforts to eliminate this major public health threat. NOF would like to thank the Board of Trustees, staff, members, partners, donors and volunteers whose support for the organization have made this progress possible.

Sincerely,



A handwritten signature in black ink that reads "Daniel A. Mica".

The Honorable Daniel A. Mica
Chairman



A handwritten signature in black ink that reads "Robert R. Recker".

Robert R. Recker, M.D.
President

Message from the Executive Director and CEO

Every 20 seconds, another American breaks a bone as a result of osteoporosis. That's why it is essential to take action against osteoporosis now. The National Osteoporosis Foundation is committed to preventing this devastating disease and helping people with osteoporosis turn their lives around.

After 25 years of service to the American public, NOF's Board of Trustees is stepping forward with renewed commitment and focus. With a strong vision I am confident that NOF is poised for the future as the leading consumer and community-focused health organization dedicated to the prevention of osteoporosis and broken bones, the promotion of strong bones for life and the reduction of human suffering through programs of public and clinician awareness, education, advocacy and research.

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

For our patients, we continue to produce and update our educational resources with important information to help people maintain healthy bones and prevent fractures. This information comes in a wide variety of forms including print materials, handouts, frequently asked questions, as well as our many online and electronic resources.

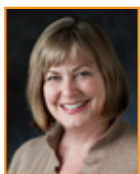
Through our Strong Voices for Strong Bones program, NOF brings together patients and healthcare professionals from around the country to meet with Members of Congress on Capitol Hill to raise awareness of the physical and economic impact that osteoporosis and poor bone health have on the nation. Our advocates share their stories and ask Congress to protect patient access to osteoporosis testing, create a National Bone Health Program and increase research funding.

In addition, the value of our many partnerships has become increasingly important as NOF strives to expand our reach to an even larger audience. With partnerships like "Best Bones Forever" and "Know My Bones," NOF is working to increase awareness for young girls and women of all ages. These collaborative efforts are educating the public about prevention, diagnosis and treatment.

Our hope is that the next generation of American women will be armed with the necessary steps to keep their bones healthy and strong for a lifetime. Our hope is to increase awareness among the male population and educate them that osteoporosis is common among men. Our hope is to reach pre- and post-menopausal women and spread the message that osteoporosis is a disease that is treatable. It can be prevented, detected and treated.

On behalf of the NOF Board of Trustees and staff, we thank you for your commitment to fighting osteoporosis.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Porter".

Amy Porter
Executive Director and CEO



AWARENESS

The symptoms of osteoporosis often are not apparent until a bone breaks, so increasing public awareness of osteoporosis and bone health is essential. NOF's awareness efforts include a wide range of public information programs, publications and outreach activities that are dedicated to diminishing the scope and burden of this disease. NOF is committed to helping people of all ages and backgrounds maintain active, healthy, independent lives.



AWARENESS

In 2009 this included:

- *Partnerships*

Best Bones Forever!™ is a national bone health campaign of the HHS Office on Women's Health (OWH) (formerly Powerful Bones, Powerful Girls) aimed at helping girls 9 – 14 understand that now is the most important time to build strong bones for life. The *Best Bones Forever!* Campaign encourages girls to get active and eat more foods with calcium and vitamin D. Children ages 9-18 are in their key bone-building years. By age 18, almost 90 percent of bone mass is built. After that age, there is no catching up. They need more calcium and vitamin D than at any other time in their lives. Girls have heard many, many times that they should eat right and exercise. What makes *Best Bones Forever!* different is a new focus on fun and friendship. The campaign features positive messages all about how a girl and her BFF can 'grow strong together, and stay strong forever' by sharing healthy (and delicious) snacks and playing sports or doing other physical activities together for fun! And the campaign makes it look cool, too. As a founding partner of this campaign, NOF has been a tremendous supporter and friend to BBF!

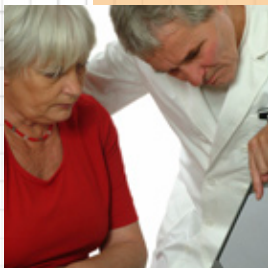
As a member of the *Know My Bones Council*, NOF encourages women living with postmenopausal osteoporosis (PMO) to prioritize their bone health and seek information that will help them fight the disease. Guided by the belief that the path to optimal bone health can be found

through education, six leading health and women's groups joined forces with Amgen in 2009 to create the *Know My Bones Council*. The *Know My Bones Council's* mission is to support women in making their bone health a priority in their lives. Through this campaign, spokespeople Kathy Reichs, Ph.D., forensic anthropologist, bestselling author, and producer for the TV series, *Bones* and Felicia Cosman, MD., Clinical Director and Medical Director of the Clinical Research Center at the Helen Hayes Hospital are issuing a call to action — Prioritize your bone health and seek information that will empower you to fight osteoporosis. Members of the Council include NOF, Society for Women's Health Research, Nurse Practitioners in Women's Health, National Women's Health Resource Center, American Business Women's Association, AAUW (formerly known as the American Association of University Women) and Amgen.



Drink milk to build
your best bones forever!
www.bestbonesforever.gov





AWARENESS

- *National Osteoporosis Awareness and Prevention Month*

Each May the NOF celebrates Osteoporosis Awareness and Prevention Month. NOF has developed campaigns whose themes, messages and activities build towards the goal of increasing awareness of and action related to osteoporosis. NOF, together with its partners, has strived to make this all too prevalent disease relevant, and ensure that corresponding messages are strong, engaging and encourage action. Osteoporosis Awareness and Prevention Month in May is an opportunity for NOF, along with individuals and partners across the country, to raise awareness of osteoporosis and bone health on a grassroots and national level.

- *A Gift from Mothers to Daughters*

The theme for NOF's 2009 Osteoporosis Awareness and Prevention Month efforts is A Gift from Mothers to Daughters. Researchers have long cited a clear link between the risk for osteoporosis and family history as

evidenced by generations of mothers suffering from osteoporosis and generations of daughters witnessing the effects of the disease — not realizing their own risk. NOF wants to break the cycle with a series of collateral materials that promote bone health and osteoporosis prevention. Of all the gifts that generations of women have passed on to their loved ones, one of the most important is the gift of knowledge about health — especially information about bone health and



AWARENESS



osteoporosis. These materials will focus on alerting mothers and daughters to the risks and consequences of osteoporosis and encouraging family dialogue about the importance of bone health. Our hope is that the next generation of American women will be armed with knowledge about bone health and osteoporosis prevention, diagnosis and treatment.

- *Media, Interactive Communications and Messaging*

NOF fielded interview requests from a diverse group of international, national and local media. Interviews including a NOF statement or interview appeared in publications such as USA Today, Wall Street Journal, Los Angeles Times and Woman's Day Magazine, expanding our reach to millions of Americans. In addition to print and online media, NOF shared its vital messaging and health information through issues of the Osteoporosis Report newsletter and Web site www.nof.org



EDUCATION

As the number of Americans at risk of osteoporosis and broken bones reaches epidemic proportions, the need for education of both the public and healthcare professionals becomes more critical than ever before. NOF provides a breadth of information, services and initiatives, grounded in science, to help thousands of patients, families and healthcare professionals throughout the country make informed decisions about preventing, diagnosing, treating and living with osteoporosis.

The goal of NOF's Education department is to develop and disseminate scientifically accurate and up to date bone health and osteoporosis information to individuals at risk or who have osteoporosis and to provide evidence-based education to healthcare professionals through a variety of methods, activities and channels.

EDUCATION

In 2009 these efforts included:

- *Patient Education*

NOF's *Inquiry and Response Center* received 6,520 inquiries for information in 2009. Information requests made through e-mail comprised 45 percent of the inquiries, phone requests comprised 40 percent and other sources comprised 15 percent of all requests. NOF also maintains the educational content of the Web site and ensures that it is fresh and current as this site is a primary educational tool.

At the end of the year, NOF was servicing 96 *patient support communities* in 34 states. NOF provides each support group with complimentary patient educational materials and technical support. NOF's online support community grew to more than 3,000 members by the end of 2009, compared to a total of 1,029 members at the end of 2008. The online community provides an additional channel for NOF to reach patients and learn of their concerns and needs.

Distribution of *educational materials* expanded during 2009 with the launch of two new brochures. These publications, *How Strong Are Your Bones?* and *A Guide*



to Osteoporosis Medicines are distributed to patients and support groups as an educational resource and are also for sale in the NOF Store. All patient educational materials are written and designed so as to optimize health literacy. During 2009, NOF distributed more than 230,000 pieces of educational material.

- *Professional Education*

The *8th International Symposium on Osteoporosis: Translating Research into Clinical Practice* (8th ISO) was held in Washington, DC, April 1 - 5, 2009. NOF's premier, scientific meeting attracted more than 750 health professionals and featured an internationally recognized faculty. NOF certified this activity for 26.5 hours of continuing education credit.



EDUCATION

During 2009, NOF redesigned its professional newsletter, *Osteoporosis: Clinical Updates*. Previously a print publication, the newsletter was redesigned for launch in early 2010 as an electronic publication. Each issue offers continuing education credit on timely topics relevant to clinical practice. During 2009, 289 healthcare professionals received continuing education credit for the newsletter.

In 2009, NOF launched the *BoneSource® Alert* e-newsletter to communicate with professionals interested in staying current on clinical issues in bone health and osteoporosis. This newsletter features medical news items, updates on patient education materials and NOF events and includes links to articles from *Osteoporosis International*, the scientific journal of NOF. Circulation for the *BoneSource Alert* is more than 25,000.



NOF continued to see growth in its scientific journal, *Osteoporosis International*. This international multidisciplinary journal is a joint initiative between NOF and the International Osteoporosis Foundation and provides a forum for communication and exchange of current ideas about the diagnosis, prevention, treatment, and management of osteoporosis and other metabolic bone diseases.

EDUCATION

- *Partnership Development*

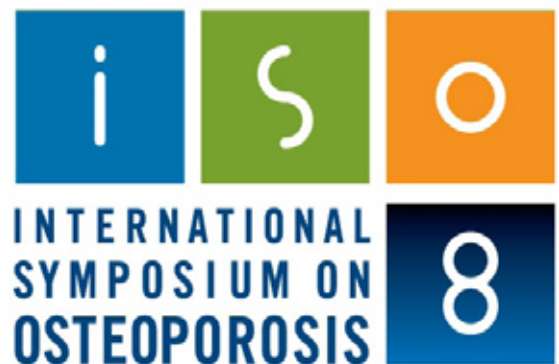
Throughout the year, NOF joined with other non-profit health organizations in order to increase the knowledge level of patients and healthcare professionals on topics of importance to osteoporosis and bone health.

NOF is an Educational Alliance member of *American Orthopaedic Association* (AOA) “Own the Bone” program. “Own the Bone” is a hospital-based quality improvement interspecialty approach to reducing the risk of future fractures. As an educational alliance member, NOF provided copies of its educational materials to participating facilities and is available to provide health information and emotional support for individual patients at risk for fractures.

In order to extend its reach, NOF partners with a number of medical education companies to produce and deliver evidence-based and scientifically rigorous educational activities for healthcare clinicians. During 2009, these partnerships extended the reach of NOF to 5,836 people who participated in face-to-face activities; 20,000 people who received a mailed newsletter; 96,000 people who received a copy of the NOF *Clinician's Guide to the Prevention and Treatment of Osteoporosis*; 199,049 people who were reached electronically; and 3,000 people who listened to an audio activity.



Knowledge. Competence. Results.



NATIONAL OSTEOPOROSIS FOUNDATION



STRONG
VOICES for
STRONG
BONES



PUBLIC POLICY AND GOVERNMENT RELATIONS

A key component of the National Osteoporosis Foundation's mission is to promote public health policies that benefit those with and at risk for osteoporosis. NOF advocates for the creation of a National Bone Health Program to enhance prevention, education and data collection as well as improved access to quality osteoporosis care. At federal and state levels, NOF champions comprehensive private and public health insurance coverage for osteoporosis prevention, diagnosis and treatment. NOF has advanced osteoporosis and bone health on the national public health agenda and continues to provide policymakers with the most current, evidence-based information on osteoporosis.

PUBLIC POLICY AND GOVERNMENT RELATIONS



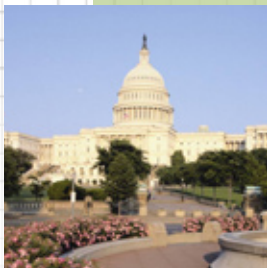
NOF's Public Policy and Government Relations department provides policymakers with the most current, evidence-based information on osteoporosis and optimum bone health so that they can develop and advance an effective bone health and osteoporosis public health agenda. Concurrently, the Department provides this information to advocates across the country and advises them on how to effectively communicate with their government officials. NOF's policy programs promote access to quality healthcare, bone health education and osteoporosis prevention initiatives and bone health and osteoporosis research in Washington, D.C. and throughout the nation.

As NOF looks toward the second decade of the 21st century, it continued to build on its public policy work and achievements during 2009 and made the following advances:

- This past year saw the publication of a response to the US Surgeon General's Call to Action on bone health and the beginning of implementation of a National Action Plan for Bone Health (NAP).
- In May, National Osteoporosis Awareness and Prevention Month, NOF, along with other leaders of the National Coalition for Osteoporosis

and Related Bone Diseases, convened a congressional briefing at which it unveiled a report from the National Bone Health Summit, *Recommendations from the Summit for a National Action Plan for Bone Health*. NOF, along with other leaders of the National Osteoporosis and Related Bone Diseases Coalition, patients and scientists from the National Institutes of Health talked about the progress of the science and their concerns with Members of Congress and congressional staff. They discussed the need for a new program and urged introduction of legislation to help find solutions to prevent and ease the burden of osteoporosis and related bone diseases.

- By Fall 2009, the "Bone Health Promotion and Research Act" (HR 3856) was introduced in the House of Representatives. This legislation would begin to implement the National Action Plan (NAP) and would create a National Bone Health Program to augment education and outreach initiatives; provide state grants for comprehensive osteoporosis and related bone disease surveillance, control and prevention programs; authorize grants to facilitate the collection, analysis and reporting



PUBLIC POLICY AND GOVERNMENT RELATIONS

of data on osteoporosis and related bone diseases; and expand and intensify bone research activities at the National Institutes of Health. In 2010, NOF looks forward to a similar bill being introduced in the Senate. To pass this legislation, a major step toward preventing bone disease and promoting better bone health, will require a major advocacy campaign supported by all stakeholders.



- By the year's end, a compromise version of the "Medicare Fracture Prevention and Osteoporosis Testing Act" that had been introduced in both the US Senate and House of Representatives was included in the Senate health reform bill. This would allow for easier access to osteoporosis testing for consumers by rolling back Medicare reimbursement for these tests for two years so that a study could be performed to evaluate the consequences of reimbursement reductions. The completion of this step toward improving osteoporosis diagnosis and treatment awaits final approval of health reform legislation in 2010.
- In 2009, NOF also demonstrated its commitment to scientific research and progress through its support for \$10 billion for the National Institutes of Health (NIH) in the "American Recovery and Reinvestment Act," which the President



PUBLIC POLICY AND GOVERNMENT RELATIONS



signed into law in February, and the \$30 billion NIH funding included in the omnibus legislation signed by the President in December for Fiscal Year 2010. Both bills provided for additional bone research.

- NOF also expanded its outreach by engaging advocates from more than 25 states. On World Osteoporosis Day in October, NOF initiated its “Strong Voices for Strong Bones on Capitol Hill,” bringing teams of patients and health professionals to meet with Members of Congress and their staff to discuss improved bone health policies. NOF also conducted a bone health advocacy forum in New Mexico and trained community leaders through two new webinars, now archived on the NOF Web site. NOF patient advocates were selected as consumer reviewers for the Congressionally Directed Medical Research Programs overseen by the Department of Defense. Throughout the year, NOF joined other coalitions to emphasize the need for focusing on key NAP bone health priorities.
- NOF met and communicated with federal agencies and advisory groups to maintain, promote and advance beneficial bone health policies. Among these interactions, NOF testified before the Institute of Medicine as they reviewed the dietary reference intakes for vitamin D and calcium, emphasizing that their long-term insufficiency can cause osteoporosis. NOF also discussed the need for multiple, safe osteoporosis drugs with the Food and Drug Administration and commented on the US Preventive Services Task Force’s updated draft recommendations for osteoporosis. In addition, NOF provided its views to Medicare on local coverage issues, such as coverage of zoledronic acid and vitamin D testing.



PHILANTHROPY

All we need is you. For 25 years, NOF has relied on the support from individuals, organizations, foundations and corporations to meet the ever-increasing demands for its programs of awareness, education and advocacy. Since 1984 we have made great strides in defeating osteoporosis. But we've only just begun. Through your support over the next 25 years, we can propel medical research towards better treatments and possibly a cure; develop a national action plan for bone health and inspire others to join us in eliminating this public health threat.



PHILANTHROPY



NOF depends on the generosity of people across the country and there are many inspiring stories of those who supported our work this year. We'd like to share just a few.

- A woman in Maryland, who first started supporting NOF with a \$25 gift in 1998, wanted to encourage others to give what they could. In 2009, she made an inspiring gift of stock of nearly \$25,000 as a gift to match others support of NOF.
- A couple, who first supported NOF in 1993, became faithful donors and increased their support through a family foundation. When the wife passed away, the husband made a provision in his will to support NOF. With his passing, NOF became the beneficiary of a \$125,000 bequest in honor of his "beloved wife".
- A single man named NOF as the recipient of his remaining \$5,000 IRA, which had provided for him during his lifetime and now helps provide for others through NOF.
- Since 2007 individuals have remembered or honored a loved one by creating a tribute page on NOF's

Web site. In 2009 six tributes raised funds from \$50 to \$400. One touching tribute was in memory of a mother that struggled with osteoporosis for 10+ years, bending her spine from the 5'6" height of her youth to the height of 5'1" at age 84. This memorial tribute raised \$200 through generous gifts from family and friends.

- A woman in Wichita, Kansas has loyally donated \$10 every year since 1998 in support of NOF's mission.

There are many ways to support NOF. All gifts help us to help others, and are so very much appreciated.



PHILANTHROPY

Special Events

Silver Silhouette Awards Dinner

This year's awards dinner was particularly special as NOF celebrated our 25th Anniversary as the nation's leading community-focused health organization dedicated to the prevention of osteoporosis and the promotion of strong bones for life. Special tribute was paid to NOF's late founding chairman, The Honorable Paul G. Rogers. NOF also recognized the achievements of two-

time Academy Award-winning actress and patient advocate, Sally Field; founder and chairman of EmpowHer, Michelle King Robson; and local Washington, DC business owners of FLEET FEET Sports, Phil and Jan Fenty. Other special guest presenters included Congressman Michael C. Burgess, M.D., broadcaster Paula Zahn and actress Janet Hubert.



A Gift from Mothers to Daughters

NOF nearly doubled attendance from 2008 at our *A Gift from Mothers to Daughters* luncheon, which celebrates families – mothers and daughters in particular – building strong bones for life, as well as the tradition of passing health information from one generation to the next. The Generation Award was presented to ABC News medical contributor and author Marie Savard, M.D. and broadcaster Paula Zahn for their support of women's health. The afternoon was complimented by a silent auction and fashion show by New York designer, Adrienne Landau.

PHILANTHROPY



Gourmet for Good®

The Dallas restaurant community did not disappoint for NOF's second *Gourmet for Good event!* The evening began with a cocktail reception at the elegant Samuel Lynne Galleries, where guests mingled and learned about osteoporosis prevention from expert Ugis Gruntmanis, M.D. and patient Alice V. Roberts. Paula Lambert, founder of The Mozzarella Company, was honored with NOF's Steps for Strong Bones® Award. Following the reception, guests were whisked away via limousine to eight of Dallas' top restaurants – each of whom donated a gourmet meal for 10 guests.

Steps for Strong Bones

The National Osteoporosis Foundation introduced a new opportunity through the Steps for Strong Bone program, encourage individuals to plan their own walks and runs using the online registration and fund-raising tools provided by NOF. This new option was utilized for two successful events in 2009, a community walk in Dallas, TX and a women's only mini-triathlon in Spokane, WA.

Grassroots Events

The Community Corner section of www.nof.org provides key tools and resources for community members to help plan and promote events. 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 2009 raising nearly \$20,000, including a women's hockey tournament in Milwaukee, WI and a 5k walk/run hosted by the PennState Dairy Science Club in University Park, PA.

Corporate Contributions

NOF's corporate partners support specific programs, initiatives and events. Consumer-based company partners also often provide a percentage of product sales through a proceeds program. As we celebrated our 25th anniversary, corporate partners supported awareness activities such as our Silver Silhouette Awards dinner, the Gift from Mothers to Daughters luncheon and Osteoporosis Awareness and Prevention Month campaign. Partners also supported professional educational activities including the 8th International Symposium on Osteoporosis and the Legends of Osteoporosis lecture. In addition, through corporate support NOF trained patient/healthcare professionals teams to make visits to their representatives on Capitol Hill and support provided for the development, hosting and archiving of advocacy training webinars. The NOF Web site redesign and upgrade began in 2009 thanks to the corporate support received to update the site and make it more interactive for visitors.

PHILANTHROPY

2009 Annual Giving

In 2009, NOF's many donors helped to support new initiatives as well as sustain and enhance core programs aimed at promoting lifelong bone health. NOF thanks all corporations, organizations, foundations and individuals for their generosity. Due to limited space, only support of \$1,000 or more is recognized below.

Corporations and Organizations

The Alliance for Better Bone Health
American Academy of Orthopaedic Surgeons
American College of Obstetricians
American College of Radiology
American College of Rheumatology
American Orthopaedic Association

AmerisourceBergen Corporation
Amgen
Anchor Construction Company
April Bell Consulting
Bayer Healthcare LLC
Biotechnology Industry Organization
Biosprings International, Inc.
Blair Dubilier Associates
Boehringer Ingelheim Pharmaceuticals, Inc.
Bradford Renaissance Portraits
BrightKey
Brownstein Hyatt Farber Schreck, PC
CAGE Inc.
Catalina Health Resource
Cegedim Dendrite
Clinica Health
Continental Airlines
Credit Union National Association
Dance Times Square
Health Monitor Network
DIME
Direct Mail Processors
Eileen Fisher, Inc.
Eli Lilly and Company
The Endocrine Society
GE Healthcare Lunar
GlaxoSmithKline
Haines Direct, Inc.
The Hampton String Quartet
Hess Foundation, Inc.
Harrison Consulting Group, Inc.



PHILANTHROPY



The Helping Hand Sales, Inc.
Hologic, Inc.
Innovative Print and Media Group
JP Morgan Private Bank
Judith Ripka
Kenichi Dallas
Kramer Portraits
lia sophia
Lone Oak Medical Technologies
Medco Health Solutions
Medical Education Institute LTD
Medtronic
Metro Milwaukee Women's Hockey
Moroch
Naples Marketing Systems, LLC
Nick & Sam's Steak and Fish House
NOBU Dallas
Novartis Pharmaceuticals Corporation
Nuvue Inc.
Optasia Medical Inc.
Osteoporosis International
Pharmavite
Phreesia, Inc.
Pri-Med
Procter & Gamble Pharmaceuticals, Inc.
Publicis Selling Solutions
Raffa
Research!America
Roche
Roche Diagnostics
RSZ Orthopaedics

Samuel Lynne Galleries
Sanofi-aventis
SCANCO Medical
SLEEK MedSpa
Society for Interventional Radiology
Spectrum Science Communications
Springer Verlag London, Ltd.
Tanner Companies/Doncaster
Tristar Publishing, Inc.
Wyeth Pharmaceuticals
ZaZa Couture

Foundations, Trusts, and Funds

Baker Street Foundation
The Cahouet Charitable Trust
The Rhoda and David Chase Family Foundation, Inc.
MacDella Cooper Foundation
The Denison Family Foundation
Jerome & Laura Dorfman Charitable Foundation
Just Give.org
Fidelity Charitable Gift Fund
Nathan & Joyce Froot Charitable Lead Trust
The Richard E. & Marianne B. Kipper Foundation
The William & Mildred Lasdon Foundation
Louise Van Rees Powers Trust
The Hawkins Rose Trust
Lawrence Schacht Foundation, Inc.
Dorothy D. Smith Charitable Foundation
Nathan Tannenbaum Foundation



PHILANTHROPY

Estates

Walter A. Boynton
Sarah Breenholz
Margaret Elkins Carl
Wilda Edmondson
Mary C. Everts
Charlotte Jones-Kopence
Mark C. Leachman
Helen G. Miller
Dorothea Money

Meta Osborn
Howard R. Pearson
Dorothy E. Pinkney
Angela M. Salatti
Alfred Silverton
George Bennett Smith
Henrietta Simon
Helen C. Yankun
Betty Kronitz

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 the nation's health care and especially, the field of bone health and osteoporosis. This giving circle recognizes those that join Paul in his commitment to our nation's health care and his tradition of caring by making annual gifts totaling \$1,000 or more.

Charter Members

Those who committed to a contribution of \$5,000 or more between November 2006 - December 2007 during the formation of this giving circle.

Madeline Anbinder
Robert & Vaneeda Bennett
Dr. & Mrs. Francis J. Bonner
Gary & Leah Bryant
Bess Dawson-Hughes, M.D.
Corinne L. Dodero &
Lorraine Dodero
Deborah T. Gold, Ph.D.
Grace S. Gold
Laurel Himmelblau
Mrs. Ethel LeFrak
Mrs. Betty Ann Leith
Lois Joy Lester
R. Scott & Tammy Livingstone
Mildred Bland Miller
Susan and Keith Randall
Leo Schargorodski
Dr. Burton Spiller
Toni Stabile
Piper & Kinne Sutton

Ambassador Level for 2009

\$25,000 - \$49,999
Mrs. Margaret W. Root

Sustainer Level for 2009

\$10,000 - 24,999
Mrs. Ethel LeFrak
Michelle and Ed Robson
Anonymous

Patron Level for 2009

\$5,000 - \$9,999
William and Lise Ashton
Mr. & Mrs. Gary L. Bryant
Ms. Susan Bucci
Mrs. Betty Ann Leith
Anonymous

PHILANTHROPY



Paul G. Rogers Champion Circle *(cont.)*

Benefactor Level for 2009

\$1,000 - \$4,999

Mrs. Madeline Anbinder

Robert & Vaneeda Bennett

Mrs. Judy A. Black

Mrs. Elizabeth Busch Burke

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Statement of Financial Position

ASSETS	2009	2008
Cash and cash equivalents	\$ 4,835,021	\$ 279,770
Accounts receivable	398,214	222,883
Grants and contributions receivable	649,875	982,182
investments	1,115,268	1,193,331
Prepaid expenses	146,984	163,294
Inventory	107,340	83,020
Segregated bond reserve funds	-	154,096
Cash surrender value of life insurance	-	18,994
Bond issuance costs, net of accumulated amortization of \$22,977 at December 31, 2008	-	49,582
Property and equipment, net of accumulated depreciation and amortization of \$410,597 and \$2,071,404	93,315	5,262,230
TOTAL ASSETS	\$ 7,346,017	\$ 8,409,382
LIABILITIES AND NET ASSESTS		
Accounts payable and accrued expenses	\$ 498,817	\$ 518,213
Deferred revenue	176,957	240,290
Capital lease obligations	21,128	39,453
Bonds payable	-	3,415,000
Interest rate swap contract	-	518,378
Bank line of credit payable	-	500,000
TOTAL LIABILITIES	696,902	5,231,334
NET ASSETS		
Unrestricted	5,389,120	1,303,369
Temporarily restricted	1,079,983	1,694,667
Permanently restricted	180,012	180,012
TOTAL NET ASSETS	6,649,115	3,178,048
TOTAL LIABILITIES AND NET ASSETS	\$ 7,346,017	\$ 8,409,382

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Statement of Activities

	Unrestricted	Temporarily Restricted	Permanently Restricted	2009 Total	2008 Total
REVENUE AND SUPPORT					
Gain on sale of property and equipment, net of direct expenses of \$464,864	\$ 4,834,277	\$ -	\$ -	\$ 4,834,277	\$ -
Grants and contributions	1,397,130	98,516	-	1,495,646	2,211,765
Legacies and bequests	806,089	113,821	-	919,910	1,043,260
Royalty and educational income	658,459	-	-	658,459	288,939
International Symposium on Osteoporosis	484,894	42,500	-	527,394	170,000
Annual dinner and other special events	415,784	-	-	415,784	896,245
Investment income (loss)	225,643	-	-	225,643	(442,531)
Publications sales	196,269	-	-	196,269	206,983
Membership dues	117,126	-	-	117,126	132,210
Unrealized gain (loss) on interest rate swap	114,644	-	-	114,644	(205,648)
Miscellaneous income	54,064	-	-	54,064	39,523
Donated services and materials	48,943	-	-	48,943	118,916
Rental income	42,395	-	-	42,395	80,468
Federal grants and contracts	25,000	-	-	25,000	306,821
Net assets released from restrictions:					
Satisfaction of program restrictions	357,008	(357,008)	-	-	-
Satisfaction of time restrictions	512,513	(512,513)	-	-	-
TOTAL REVENUE AND SUPPORT	10,290,238	(614,684)	-	9,675,554	4,846,951
EXPENSES					
Program Services					
Professional education	1,497,451	-	-	1,497,451	1,286,443
Patient education	1,142,060	-	-	1,142,060	1,262,544
Communications	679,343	-	-	679,343	689,395
Public Policy	587,917	-	-	587,917	1,081,484
Membership	319,216	-	-	319,216	322,447
Research	1,578	-	-	1,578	261,905
National Resource Center	-	-	-	-	260,338
Total Program Services	4,227,565	-	-	4,227,565	5,164,556
Supporting Services					
Management and general	577,934	-	-	577,934	531,947
Fund-raising	1,398,988	-	-	1,398,988	1,705,131
Total Supporting Services	1,976,922	-	-	1,976,922	2,237,078
TOTAL EXPENSES	6,204,487	-	-	6,204,487	7,401,634
CHANGE IN NET ASSETS	4,085,751	(614,684)	-	3,471,067	(2,554,683)
NET ASSETS, BEGINNING OF YEAR	1,303,369	1,694,667	180,012	3,178,048	5,732,731
NET ASSETS, END OF YEAR	\$ 5,389,120	\$ 1,079,983	\$ 180,012	\$ 6,649,115	\$ 3,178,048

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