

SUPPORT

# 2011

## ANNUAL REPORT



FRIENDS



FAMILY

HEALTH

# 2011 Annual Report



## Mission and Vision

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

Established in 1984, NOF is the nation's leading voluntary health organization solely dedicated to osteoporosis and bone health. While we have made significant strides in combating osteoporosis, with 44 million Americans still at-risk of the disease today; we are a long way from declaring victory over osteoporosis. With the continued support of individuals, corporations and organizations, we will continue advocating for the medical research needed to better diagnose and treat this disease; working to educate and train healthcare providers to ensure the best possible care and support for those living with osteoporosis; and educating the public to help people of all ages prevent fractures and build healthy bones that will last a lifetime.





## Message from the Chairman and President

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2011 was a year of investment for the National Osteoporosis Foundation (NOF) as the organization worked to improve its infrastructure and create new public awareness and educational programs to move closer to its goal of supporting those living with osteoporosis and preventing the disease for future generations.

Historically, NOF has served as the nation's leading health organization solely dedicated to osteoporosis and bone health. Over the past year, NOF focused on making the internal improvements needed to maintain its position as the leading consumer and community-focused health organization dedicated to preventing osteoporosis by providing information and resources to educate the public and healthcare professionals on the risk factors, diagnosis and proper treatment for the disease.

NOF's mission is to change the course of this disease and break the historical silence associated with it by improving the care and support available for those living with osteoporosis and educating the public on the steps they can take to prevent the disease through programs of public awareness.

We are at a critical juncture in the fight against osteoporosis. Effective treatments are available for those with the disease and through NOF's education and awareness efforts, people of all ages are learning about the steps they can take to lead a bone healthy life by eating right and exercising to help prevent the disease. As a result, osteoporosis has never been more beatable and treatable.

As we celebrate the accomplishments made over the past year, we also know there is much more work to be done. We look forward to continuing and enhancing NOF's efforts to eliminate this major public health threat and truly protect future generations from osteoporosis.

On behalf of NOF, we 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*

# 2011 Annual Report

## Message from the Executive Director and CEO

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Every 20 seconds, an American breaks a bone as a result of osteoporosis. That means in one year alone, two million Americans will suffer a broken bone due to osteoporosis. The statistics are staggering, yet osteoporosis remains a disease that is under-diagnosed and under-treated.

That's why it is essential to take action against osteoporosis now.

The National Osteoporosis Foundation is committed to caring for and supporting those living with osteoporosis to ensure they never feel alone or overwhelmed by their diagnosis or the effects of the disease. We also work to educate the public and health professionals on ways to diagnose, treat and prevent osteoporosis in order to build generations of strength and ultimately put an end to this debilitating disease.

With the support of our donors, sponsors and supporters, I am confident that NOF is well positioned for the future as the leading consumer and community-focused health organization dedicated to preventing osteoporosis and broken bones, promoting strong bones for life and reducing human suffering through programs of public and clinician awareness, education, advocacy and research.

At NOF, we work every day to raise awareness for osteoporosis and bone health by educating women and men of all ages and backgrounds on their risk factors and the steps they can take to prevent it by exercising and eating right. Our goal is to reduce the impact of osteoporosis by helping people of all ages maintain active, healthy and independent lives.

For the patients living with osteoporosis, we produce and update our educational resources with important information to help them preserve their 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.

By encouraging women and men to start conversations on bone health and family health history, our goal is to arm the next generation with the knowledge needed to keep their bones healthy and strong for a lifetime. Our hope is to raise awareness among the male population and educate them that osteoporosis is also common among men. We are working to reach pre- and postmenopausal women with the message that osteoporosis is a disease that is treatable. Through our education and awareness programs we are proving osteoporosis can be prevented, detected and treated.

Together we can break the cycle of this hereditary disease and protect future generations.

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 that reads "Amy Porter".

Amy Porter  
*Executive Director and CEO*

## NOF Board of Trustees

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### EXECUTIVE COMMITTEE

#### Chairman

*Hon. Daniel A. Mica*  
Daniel A. Mica, LLC

#### President

*Robert R. Recker, M.D., M.A.C.P, F.A.C.E*  
Creighton University

#### Vice President

*Robert F. Gagel, M.D.*  
M.D. Anderson Cancer Center

#### Treasurer

*L. Scott Scharer*  
Ladera Management Company

#### Secretary

*Ann C. Miller, M.D.*

## Members

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*William L. Ashton*  
University of the Sciences in Philadelphia

*Andy Carter*  
Visiting Nurse Associations of America

*Felicia Cosman, MD*  
Helen Hayes Hospital

*Bess Dawson-Hughes, M.D.*  
Tufts University

*Richard Dell, M.D.*  
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St. Joseph Mercy Hospital

*Barbara Levin*  
National Health Advocate

*Robert Lindsay, M.D., PhD*  
Helen Hayes Hospital

*Kenneth G. Saag, M.D.*  
University of Alabama at Birmingham

# 2011 Annual Report

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*(Members continued)*

*Carol Saline*

*Saline Solutions*

*Peter F. Schwartz*

*Gregory J. Schwartz & Co., Inc.*

*Bill Sipper*

*Cascadia Consulting Group, LLC*

*Ethel S. Siris, M.D.*

*Columbia University Medical School*

*Heidi Skolnik, MS, CDN, FACSM*

*Nutrition Conditioning, Inc.*

*Connie M. Weaver, Ph.D.*

*Purdue University*

**EXECUTIVE DIRECTOR AND CEO**

*Amy Porter*

## Corporate Advisory Roundtable

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The NOF Corporate Advisory Roundtable (CAR) is a high-level working group with a strategic and programmatic focus on promoting bone health and identifying the factors impacting patient access to osteoporosis information and medical care.

Members of CAR work with NOF to identify gaps in patient access to information on osteoporosis prevention, detection and treatment and opportunities to better train or educate health professionals to advance the level of care available for osteoporosis patients. Together NOF and its CAR members develop programmatic initiatives to fill gaps in patient care and advance the bone health field.

Members of NOF's Corporate Advisory Roundtable include:

*AARP*

*Amgen*

*Builder, LLC*

*Data Centrum Communications, Inc.*

*Healthmonitor Network*

*Eli Lilly and Company*

*FoodCalc*

*GE Healthcare Lunar*

*Hologic*

*Lane Labs USA, Inc.*

*Medtronic*

*Mission Pharmacal*

*Novartis Pharmaceuticals*

*Optasia Medical, Inc.*

*Orthovia, Inc. (Stryker)*

*Pharmavite*

*Roche Diagnostics*

*Warner Chilcott*

**NATIONAL OSTEOPOROSIS FOUNDATION**

**STATEMENT OF ACTIVITIES**

**For the Year Ended December 31, 2011**

**(With Summarized Financial Information for the Year Ended December 31, 2010)**

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>2011 Total</u>	<u>2010 Total</u>
<b>REVENUE AND SUPPORT</b>					
Grants and contributions	\$ 1,454,269	\$ 190,357	\$ -	\$ 1,644,626	\$ 2,066,874
Royalties and consulting income	345,117	-	-	345,117	845,528
Legacies and bequests	276,976	69,500	-	346,476	702,890
International Symposium on Osteoporosis	396,195	287,500	-	683,695	532,024
Annual dinner and other special events	235,308	69,135	-	304,443	373,273
Investment (loss) income	(9,652)	2,450	-	(7,202)	139,107
Donated services and materials	1,114,424	-	-	1,114,424	104,452
Membership dues	76,110	-	-	76,110	94,941
Publications sales	57,770	-	-	57,770	92,072
Miscellaneous income	11,944	-	-	11,944	24,379
Net assets released from restrictions:					
Satisfaction of program restrictions	231,509	(231,509)	-	-	-
Satisfaction of time restrictions	50,298	(50,298)	-	-	-
<b>TOTAL REVENUE AND SUPPORT</b>	<u>4,240,268</u>	<u>337,135</u>	<u>-</u>	<u>4,577,403</u>	<u>4,975,540</u>
<b>EXPENSES</b>					
Program Services:					
National Bone Health Alliance	1,593,639	-	-	1,593,639	50,680
Patient education	800,904	-	-	800,904	889,117
Professional education	861,806	-	-	861,806	807,685
Public policy	688,349	-	-	688,349	632,049
Communications	835,912	-	-	835,912	622,960
Membership	73,330	-	-	73,330	65,878
Research	12,640	-	-	12,640	558
<b>Total Program Services</b>	<u>4,866,580</u>	<u>-</u>	<u>-</u>	<u>4,866,580</u>	<u>3,068,927</u>
Supporting Services:					
Management and general	525,139	-	-	525,139	408,413
Fundraising	1,192,598	-	-	1,192,598	1,396,836
<b>Total Supporting Services</b>	<u>1,717,737</u>	<u>-</u>	<u>-</u>	<u>1,717,737</u>	<u>1,805,249</u>
<b>TOTAL EXPENSES</b>	<u>6,584,317</u>	<u>-</u>	<u>-</u>	<u>6,584,317</u>	<u>4,874,176</u>
<b>CHANGE IN NET ASSETS</b>	<u>(2,344,049)</u>	<u>337,135</u>	<u>-</u>	<u>(2,006,914)</u>	<u>101,364</u>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<u>5,739,832</u>	<u>830,635</u>	<u>180,012</u>	<u>6,750,479</u>	<u>6,649,115</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 3,395,783</u>	<u>\$ 1,167,770</u>	<u>\$ 180,012</u>	<u>\$ 4,743,565</u>	<u>\$ 6,750,479</u>

**NATIONAL OSTEOPOROSIS FOUNDATION**

**STATEMENT OF FINANCIAL POSITION**

**December 31, 2011**

**(With Summarized Financial Information as of December 31, 2010)**

	<u>2011</u>	<u>2010</u>
ASSETS		
Cash and cash equivalents	\$ 598,273	\$ 3,178,172
Accounts receivable	79,592	140,390
Grants and contributions receivable	445,410	418,029
Investments	4,555,148	2,924,640
Prepaid expenses	184,001	291,773
Inventory	122,837	102,303
Property and equipment, net of accumulated depreciation and amortization of \$291,583 and \$181,740	<u>406,955</u>	<u>194,676</u>
TOTAL ASSETS	<u>\$ 6,392,216</u>	<u>\$ 7,249,983</u>
LIABILITIES AND NET ASSETS		
Accounts payable and accrued expenses	\$ 908,601	\$ 433,422
Line of credit	650,000	-
Deferred revenue	33,261	21,831
Deferred rent	56,789	42,137
Capital lease obligations	<u>-</u>	<u>2,114</u>
Total Liabilities	<u>1,648,651</u>	<u>499,504</u>
NET ASSETS		
Unrestricted	3,395,783	5,739,832
Temporarily restricted	1,167,770	830,635
Permanently restricted	<u>180,012</u>	<u>180,012</u>
Total Net Assets	<u>4,743,565</u>	<u>6,750,479</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 6,392,216</u>	<u>\$ 7,249,983</u>





[www.nof.org](http://www.nof.org)