

# 2012

## Annual Report





## Mission and Vision

The National Osteoporosis Foundation (NOF) is the leading 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 only national organization solely dedicated to osteoporosis and bone health. Our goal is to educate the public and health professionals on ways to prevent, diagnose and treat osteoporosis.

We understand it takes doctors, caregivers, family members and other health professionals working together as a team to effectively manage this disease. While we have made significant strides in the fight against osteoporosis, our team must continue growing to tackle the remaining challenges and curb the increased incidence of osteoporosis among our aging population.

With the support of our partners and donors, we will continue advocating for the medical research needed to better diagnose and treat this disease; educating and training healthcare providers to ensure the best patient care and support for those living with osteoporosis; and raising public awareness to help people of all ages build healthy bones that will last a lifetime.

## Letter from the Chairman and President

This past year was an important one for the National Osteoporosis Foundation. We made a conscious effort to change the perception of osteoporosis as an older person's disease and an inevitable part of aging by focusing on messages of prevention and empowerment. We targeted our communications to a younger audience and encouraged the public to take action to protect their bones and ensure a lifetime of healthy and independent living.

With peak bone building years occurring in our teens and early 20's, we know that osteoporosis is a young person's disease that manifests itself with age. And we also know that today's seniors want to age independently and keep their ability to do what they enjoy for as long as possible.

So, through a new website and an update to our online support community, we've connected people to the truth that ignoring your bone health is not acceptable and to the fact that we must take steps now to protect our bones and prevent osteoporosis.

Through our *Generations of Strength* initiative, we are working to protect future generations from the debilitating effects of this disease and are serving as a source of support for those with osteoporosis to ensure that no patient, family member or caregiver feels alone or overwhelmed by the diagnosis or effects of the disease.

Of course, we realize reaching our goals is only possible through the continued support of our members, sponsors and supporters. Your participation has never been more critical to our success. Only by working together will we be able to make osteoporosis a priority in the health and healthcare agenda of our country.

As always, we are grateful for all you do to support the National Osteoporosis Foundation and look forward to your continued support. 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,



*Daniel A. Mica*

The Honorable Daniel A. Mica  
Chairman



*Robert R. Recker*

Robert R. Recker, M.D.  
President

## Letter from the Executive Director and CEO

For nearly 30 years, the National Osteoporosis Foundation has been committed to preventing osteoporosis and broken bones, yet in the U.S. today, we know that one in two women and up to one in four men over age 50 will break a bone due to osteoporosis in their lifetime.

That's why this year, we set out to change the conversation on osteoporosis to make it a disease that's easier for the public to understand, appreciate their risk factors for and, most importantly, recognize that through simple actions like exercise and healthy eating, they can help protect their bones from breaking.

We worked with our partner organization, the National Bone Health Alliance, on a campaign to bring attention to the two million bone breaks that occur in the U.S. every year due to osteoporosis. To improve the 80 percent care gap of those tested or treated for osteoporosis after breaking a bone, the campaign issues a clear and simple call to action for healthcare professionals and consumers alike: *if it's 50 + fracture, request a test.*

Through the 2Million2Many awareness campaign and our efforts to present information in a clear and direct way through our new website and online support community, we are working to ensure that osteoporosis is no longer a silent disease.

Our public awareness initiatives and programs to train and educate healthcare professionals on the importance of preventing, diagnosing and treating osteoporosis aim to ensure that bone health is an individual health priority and that osteoporosis has a place on the healthcare agenda of our country.

We understand that our goals are ambitious and know that changing the course of a disease isn't possible without the support of dedicated partners, members and supporters. Your participation and contributions have never been more essential to our success.

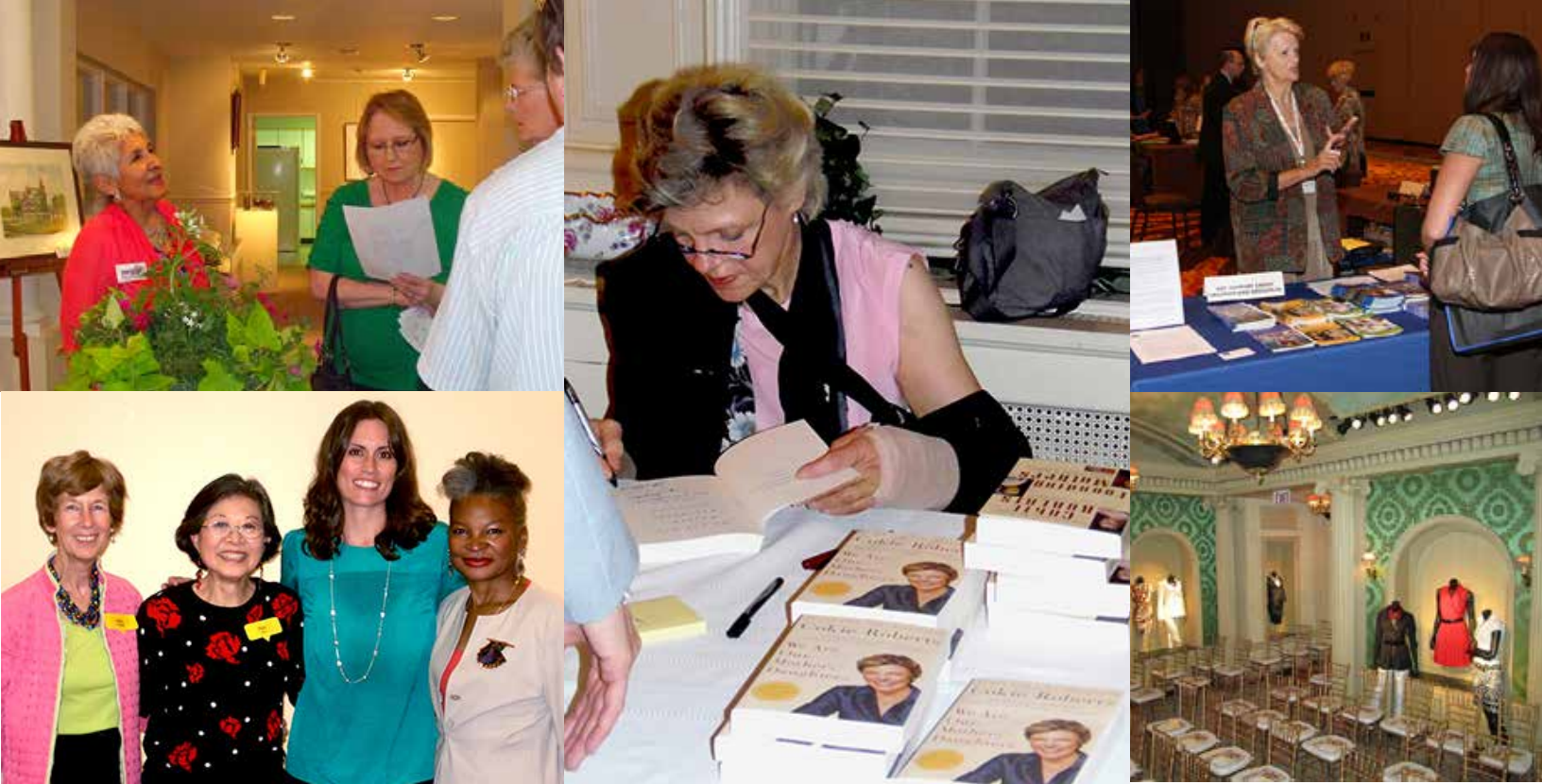
As always, we are grateful and thank you for everything you do to support the National Osteoporosis Foundation. I'm confident that together we can make a difference in the fight against osteoporosis by ultimately preventing broken bones and ending the suffering of osteoporosis for everyone.

Sincerely,

A handwritten signature in black ink that reads "Amy Porter".

Amy Porter  
Executive Director and CEO





*Participants in NOF's 2012 Pearls of Strength Events*

## 2012 Program Highlights

### Awareness

Every 20 seconds, someone in America breaks a bone due to osteoporosis, but only about 20 percent of those who break bones are tested or treated for the disease. At NOF, we're committed to closing this care gap by raising awareness for osteoporosis and encouraging the public to get to know their risk factors and take action to protect their bones. We sponsor a network of patient support groups across the country and host our website and an online support community with more than 8,000 participating members offering peer-to-peer support and advice to one another on a daily basis.

## Media Outreach

As part of our effort to change the conversation on osteoporosis, NOF identified influential members of the media and conducted ongoing outreach encouraging top national media outlets and women's magazines to cover osteoporosis and echo our call to action for men and women of all ages to build strong bones. As a result, articles on osteoporosis appeared in leading media outlets including *Parents*, *Good Housekeeping*, *MORE Magazine*, *USA Today*, *Wall Street Journal*, *New York Times* and more. In total, more than 3,000 articles ran in 2012 mentioning the National Osteoporosis Foundation, resulting in more than 350 million media impressions.

## Online Outreach

We also redesigned our website and online support community this year with the goal of making both more accessible and engaging for our patient and consumer audiences. NOF.org is our most valuable channel for communicating directly with osteoporosis patients, caregivers and the public and was redesigned to make it easier for visitors to access information on the prevention and treatment of osteoporosis. The site now features easy-to-navigate and practical information on how to LIVE with osteoporosis and low bone mass, LEARN more about the prevention and treatment of the disease and ways to CONNECT with NOF and others through our online support community, support groups and special events. Since launching the new site, NOF.org has averaged 50,000 unique visitors per month, up from approximately 30,000 before the redesign.

While our website is our most valuable educational tool, we also understand osteoporosis patients and caregivers need a place to turn for peer-to-peer support. This year we also redesigned our online support community to follow the new website theme and introduced four new volunteer moderators to actively engage in conversations with community members and make sure their questions and concerns are addressed. In addition to offering peer advice and support, the online support community is now more tightly linked with NOF.org as a way for participating members to get additional information on the disease. As a result, the community has more than 8,300 active members in 2012 and is growing everyday.

## In Person Outreach

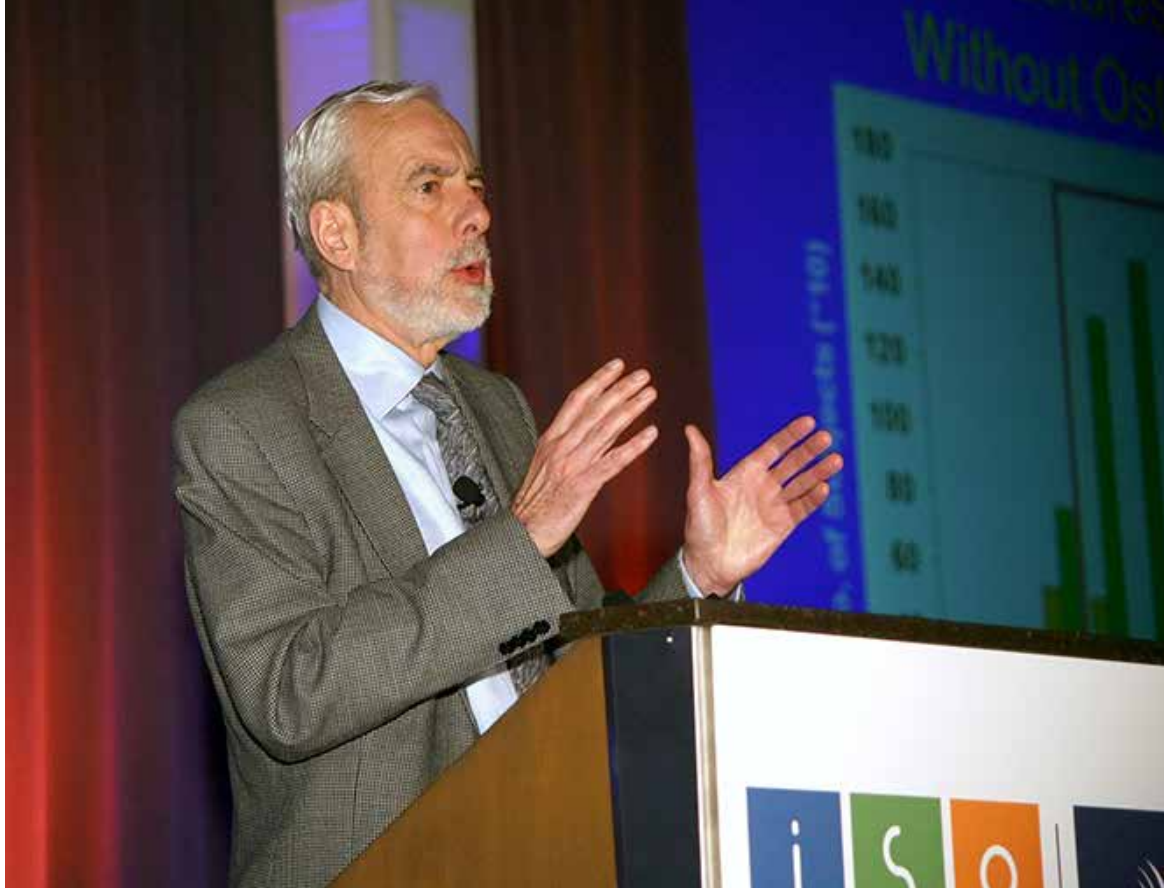
In 2012, we hosted more than 20 Pearls of Strength events bringing together leading experts and volunteer advocates to explore the latest topics on bone health and osteoporosis prevention. The events took place in cities across the country and guests walked away with important and practical information to help them build, maintain and protect their bones. In conjunction with ISO12, we hosted a free, patient education event that attracted more than 100 Orlando area residents. The Healthy Bones, Build Them for Life® Consumer and Patient Forum featured panel presentations from leading experts on fractures, calcium and vitamin D, exercise and treatment, followed by an interactive Q&A session. From spa days to triathalons and museum lectures, Pearls of Strength events were held across the country from New York to California and many states in between reaching women and men where they live and through the activities they enjoy.



## Education

At NOF, our goal is to ensure osteoporosis patients have the best care and support available by educating and training health professionals on ways to prevent, diagnose and treat osteoporosis. We serve as a source of accreditation for healthcare professionals, providing them with the latest osteoporosis research and clinical information to advance their practices and ultimately improve patient care. And with the information we provide through print and online resources, journals and e-newsletters, webinars, and our annual International Symposium on Osteoporosis, we equip health professionals with the information they need to make informed decisions about the prevention, diagnosis, and treatment of osteoporosis.





Dr. Robert Lindsay, NOF Trustee, presenting at ISO12

## International Symposium on Osteoporosis (ISO12): Translating Research into Clinical Practice

ISO12 took place in Orlando, Florida from April 25-28 and was one of NOF's most successful to date. The meeting featured more than 40 leading osteoporosis researchers and clinicians as speakers, showcased 15 exhibitors, and attracted more than 400 attendees.

As the premier scientific meeting dedicated entirely to the treatment and study of osteoporosis, the ISO12 plenary and breakout sessions, pre-conference workshops, nursing symposium, networking events and exhibit hall gave attendees a wide range of opportunities to grow their knowledge, make new contacts, and discover best practices to take home to their patients.

## Professional Publications

In 2012, NOF redesigned its professional *BoneSource*® Alert newsletter and began distributing it via e-mail as a tool to keep health professionals up-to-date on clinical issues related to bone health and osteoporosis. The e-newsletter includes medical news items, information on upcoming events and available resources and links to articles from NOF's scientific journal, *Osteoporosis International*. The newsletter is distributed every month to NOF's list of more than 30,000 health professionals.



NOF also produced two new issues of *Osteoporosis: Clinical Updates*, its online publication offering information on timely topics relevant to clinical practice for continuing education credit.

NOF also saw continued growth in its scientific journal, *Osteoporosis International*, a joint initiative between NOF and the International Osteoporosis Foundation. The international, multidisciplinary journal provides a forum for communications and idea exchange on the diagnosis, prevention, treatment and management of osteoporosis and other metabolic bone disease.

## Research

NOF supports research to examine the latest clinical controversies and provide accurate and reliable information to health professionals and the public. In response to recent studies linking calcium supplements and heart disease risk, in 2012 NOF commissioned a reanalysis of the Women's Health Initiative (WHI) data, the largest randomized controlled trial of 36,282 postmenopausal women, to investigate the potential link between calcium supplementation and increased heart disease risk.

The resulting analysis, "Health risks and benefits from calcium and vitamin D supplementation: Women's Health Initiative (WHI) clinical trial and cohort study," was published online by *Osteoporosis International* in December 2012.

The paper examined the health benefits and risks of calcium and vitamin D supplementation and found that supplemental calcium and vitamin D, when taken in recommended amounts, is safe without an increased risk of myocardial infarction, cardiovascular disease or cardiovascular death. The clinical trial data also showed that postmenopausal women who complied with taking 1,000 milligrams (mg) of calcium and 400 international units (IU) of vitamin D supplements for five or more years reduced their risk for hip fracture by 38 percent.



*ISO12 participants and exhibit hall entrance*



*Participants at NBHA's 2Million2Many Osteoporosis Summit*

## Partnerships

In order to extend its reach and elevate osteoporosis and bone health to issues of national concern, NOF partners with like-minded health organizations. In 2011, NOF spearheaded the formation of the National Bone Health Alliance (NBHA), a public private partnership that brings together the expertise and resources of nearly 50 participating members to collectively promote bone health and prevent disease; improve diagnosis and treatment of bone disease; and enhance bone research surveillance and evaluation.



**NATIONAL BONE HEALTH ALLIANCE**  
**STRONG BONES AMERICA**



*ISO12 and Summit participants with Cast Mountain*

With NOF continuing to serve as a founding partner, NBHA welcomed 18 new members and added three new government liaisons representing the Centers for Disease Prevention and Control (CDC), National Aeronautics and Space Administration (NASA) and U.S. Food and Drug Administration (FDA) in 2012. NBHA also launched a new brand identity and a membership-driven website.

## NBHA 20/20 Vision: Reducing fracture 20 percent by the year 2020

To reach its vision of reducing the rate of fracture 20 percent by the year 2020, one of NBHA's primary initiatives is working to foster widespread implementation of the fracture liaison service (FLS) model of care, a tested, effective way to improve patient outcomes and decrease healthcare costs on a number of fronts. In January 2012, NBHA submitted a proposal requesting \$29 million over three years to the CMS Innovation Center for funding consideration through its "Health Care Innovation Challenge" funding mechanism to support implementing a FLS model of care program in the Medicare system at 80 sites across the country. While the grant request was not funded, NBHA continued discussions with groups throughout the year to secure support to fund its FLS work. By the end of the year, NBHA had secured funding to develop Fracture Prevention CENTRAL, an online portal offering tools, resources and case studies to help interested sites across the nation implement the fracture liaison service model of care.





*Collateral materials developed for the 2Million2Many campaign*

## 2Million2Many

To bring widespread attention to the issue of broken bones in the U.S., in April 2012, NBHA launched 2Million2Many, a national awareness campaign designed to break through the clutter and elevate osteoporosis to an issue of national concern. The campaign draws attention to the two million bone breaks that occur in the U.S. every year due to osteoporosis and issues a clear and simple call to action for healthcare professionals and consumers alike: if it's 50+fracture, request a test. To bring the campaign to life, NBHA built "Cast Mountain" – a 12-ft. tall and 12-ft. wide visual installation representing the 5,500 bone breaks that occur in the U.S. in just one day due to osteoporosis.

The campaign was unveiled to healthcare professionals at ISO12 in April, and subsequently launched to the public on May 15 during *NBHA's 2Million2Many Osteoporosis Summit* held at the Kaiser Permanente Center for Total Health in Washington, DC. Cast Mountain served as the backdrop of the half-day summit that attracted nearly 100 participants and brought together the nation's leading experts on bone and women's health, health economics, policy and patient advocacy to discuss the impact of osteoporosis and the importance of secondary fracture prevention.

## Coalition Building

NOF and NBHA worked as part of a coalition of patient and professional groups continuing to seek a legislative solution to restore Medicare bone density testing physician office reimbursement. The coalition advocated for the inclusion of language to restore the reimbursement rate in legislative proposals slated to be passed by Congress before the end of the year. NOF and NBHA were instrumental in an effort to mobilize healthcare providers in key Congressional districts to call on their Members of Congress to support restoring the reimbursement rate. The organizations also continued working with patients, caregivers and likeminded organizations to raise awareness of the need to maintain reimbursement levels to protect patient access to osteoporosis testing, which is critical in detecting osteoporosis and preventing debilitating and costly fractures before they occur.



As part of an effort to address the shortcomings in using biochemical markers as tools in clinical practice, NBHA executed a project built on the recommendations of the International Osteoporosis Foundation (IOF) /International Federation of Clinical Chemistry and Laboratory Medicine Bone Marker Standards Working Group position paper published in *Osteoporosis International* in 2011 regarding the use and utility of bone turnover markers in clinical practice. As a first step, the Project Team published a position paper in July 2012 that outlined the challenges to widespread use of bone turnover markers and described the bone turnover standardization project, which aims to give clinician's confidence in their use of bone turnover markers to help monitor osteoporosis treatment and assess future fracture risk for their patients.



# DONATE

## Philanthropy

*We Need You.* Since 1984, NOF has relied on the support of individuals, organizations, foundations and corporations to sustain and enhance our efforts to prevent osteoporosis and build strong bones for life. Together we've made great strides in the fight against osteoporosis, but our team must continue growing to tackle the remaining challenges and curb the increased incidence of osteoporosis among our aging population. We all have a role to play.



With your support, we're working to raise awareness for the importance of bone health; strengthen our network of supporters, partners and sponsors; and educate and train healthcare professionals to ensure osteoporosis patients and those at-risk receive the best care and support possible. Only by working together can we achieve our goal of protecting those who have broken bones due to osteoporosis and preventing the disease for generations to come.

## Generations of Strength Fundraising Campaign Reaches its Goal

Thanks to a generous gift from The Samuel J. & Ethel LeFrak Charitable Trust, at the end of 2012 NOF met its Generations of Strength goal of raising \$2 million to improve patient care for those who have broken bones due to osteoporosis and to protect future generations from the disease.

Mrs. Ethel LeFrak of New York City was known nationally and internationally for her cultural, educational and philanthropic leadership, as well as for her personal appreciation for the impact of osteoporosis. As a long-time supporter of NOF, Mrs. LeFrak worked to raise public awareness for osteoporosis in an effort to protect her daughters and future generations from the debilitating disease.

Mrs. LeFrak's gift not only helped NOF reach its Generations of Strength fundraising goal, it also establishes a permanent award in her honor. Every year, The Ethel LeFrak Award will be given to an individual whose stature and high level of accomplishment bring national attention to the issue of osteoporosis and whose efforts help improve the diagnosis, treatment and prevention of the disease.

Keeping osteoporosis on the national health agenda requires the active participation of civic and philanthropic leaders and NOF gratefully recognizes Mrs. Ethel LeFrak and her family among its most steadfast and involved contributors. The family's generosity and involvement over the past 12 years have helped raise awareness for osteoporosis and inspire countless others to join NOF's efforts.



Mrs. Ethel LeFrak

*"The LeFrak family believes in the important work of NOF. We hope this gift will encourage everyone to ask when they should receive a bone density test and to support the great work of NOF. When your bones are healthy, you feel like you can do anything."*

– Denise LeFrak Calicchio,  
Mrs. LeFrak's daughter

# Generations of Strength



## NOF's 5th Annual Generations of Strength Luncheon

NOF and *Generations of Strength* Campaign leadership were represented at the 5th Annual Generations of Strength Luncheon where National Honorary Committee Chairwoman and best-selling author, Gail Sheehy and National Host Committee Chairwoman, Sharon Marantz Walsh, along with special guest and past luncheon honoree, Dr. Max Gomez recognized our 2012 honorees:



*Felicia Cosman, M.D.*  
Professor of Clinical  
Medicine at Columbia  
University and Helen  
Hayes Hospital

*Jane Hanson*  
Emmy Award-Winning  
Television Journalist and  
Media Coach

*Barbara Hannah Grufferman*  
AARP Columnist, Author,  
Huffington Post Blogger and  
FabOverFifty Chief Pundit

# Thanks to our 2012 Luncheon Sponsors:

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Drs. Margo Cox and Robert\*\* Gagel*

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and Amy Porter\*\**

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William L. \*\* and Lisé Ashton*

*Hospital for Special Surgery*

*Medtronic*

*The Honorable Daniel A. \*\* and  
Martha F. Mica*

*Dr. Robert R. \*\* and Mrs. Susan  
M.Recker and Family*

*Mrs. Paul G. Rogers and  
Laing Rogers Sisto*

*Thompson Brands, proud makers of  
Adora® Calcium Supplement*

*Mrs. Jane Weitzman*

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and Samara Goldberg*

*The Holland Foundation*

*Meryl S. LeBoff, M.D. \*\**

*Medscape Education*

*The Mrs. Arthur M. Sackler  
Foundation Inc.*

*Pamela Taxel, M.D. and  
Roger Luskind, M.D.*

*Zoé DuFour Collection*

## Contributors

*Mrs. Buffy N. Cafritz*

*Lawrence Cohen*

*Jeremiah J. Donovan*

*Elizabeth Arden Red Door Spas*

*Sheila Ewall*

*Howard S. Grufferman, in honor of  
Barbara Hannah Grufferman*

*Laura Ingrassia*

*\*\*Denotes NOF Board Member*





*Gail Sheehy, Generations of Strength National Honorary Committee Chairwoman and Luncheon Emcee*



*Paula Zahn, Generations of Strength National Host Committee Chairwoman, Sharon Marantz Walsh and Generations Award winner, Jane Hanson at the 2012 Generations of Strength Luncheon*

## Contributors

*Karl Insogna, M.D.\*\**

*Joseph Lane, M.D.*

*Joan Lappe, Ph.D.\*\**

*Carol Laxalt*

*Louis H. Lefkowitz, M.D.*

*Mrs. Barbara Levin\*\**

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*Ann C. Miller, M.D.\*\**

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*Vivian Woods-Flowers*

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*Diane L. Schneider, M.D.*

*Gail Sheehy*

*Stuart Weitzman*

*Suarez*

*TimeLine Renovations, Inc.*

*\*\*Denotes NOF Board Member*

# Individual Donors

## Lifetime Giving

NOF recognizes the following individuals for their generous lifetime support of \$100,000 or more. Through their dedication and lifelong support, these individuals have empowered others to live long and full lives on their own terms.

*Virginia S. Bergmann\**

*Ms. Winifred L. Brown\**

*Mr. and Mrs. Gary L. Bryant*

*Mrs. Margaret E. Carl\**

*Mr. Mark L. Doolen\**

*Lya Friedrich\**

*Irene P. Fuller\**

*Mary S. Hansen\**

*Charlotte Jones-Kopence\**

*Mrs. Ethel LeFrak\**

*Mrs. Annalisa Maddy\**

*Ms. Lillie Mae McPhetridge\**

*Ms. Ida Miller\**

*Kenneth F. Murrah\**

*Dena S Sachs\**

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*Miss Toni Stabile\**

*Mr. Morton B. Tannenbaum\**

*Ms. Josephine Walker\**

*Christine Embery Waltz\**

*Ms. Jessie Watson\**

*Dorothea C. Wayland\**

*Ms. Helen C. Yankun\**

*\*deceased*

## Enduring Friends

NOF recognizes the following individuals for their generous contributions for the past 20 years or more. Through their continued dedication and support, these individuals have helped others build, maintain and protect their health for a lifetime of independence.

*Ms. Suzanne D. Aspaturian*

*Mr. Donn P. Barber*

*Ms. Jean M. Beller*

*Mr. Joseph F. Buchan*

*Ms. Mary F. Bullamore*

*Ms. LaVergne Bundt*

*Mrs. Jacqueline B. Carmen*

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*Ms. Rosemary Eastman*

*Mr. Irwin Ehrlich*

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*Commander Albert G. Wickham*  
*Ms. Muriel L. Wilhelm*

## Founder's Circle

NOF honors those who have directed their support to help others build, maintain and protect their bone health through a planned gift to the organization.

*Mr. and Mrs. Charles A. Black, Jr.*  
*Dennis M. Black, Ph.D.*  
*Lynda F. Bonewald, Ph.D.*  
*Mr. and Mrs. Wayne W. Bradley*  
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*Anne Klibanski, M.D.*



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*Ms. Jacqueline J. Lambert*  
*Joan M. Lappe, Ph.D., RN, FAAN*  
*Angelo A. Licata, M.D., Ph.D.*  
*Ms. Jennie Lee London*  
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*Velimir Matkovic M.D., Ph.D.*  
*Ms. Marian A. Matticole*  
*Dr. and Mrs. Michael McClung*  
*Ms. Barb Miller*  
*Ms. Dorothy Mullin*  
*Dr. Eric Orwoll*  
*Ms. Jean Ricardi*  
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*Mrs. Marion H. Tuohey*  
*Ms. Rosalie Womble*  
*Ms. Jennie Wood*

## The Paul G. Rogers Circle of Champions

This giving circle recognizes individuals and families who, like NOF's founding chairman, the Honorable Paul G. Rogers, are advocates for a healthy America. The Champion Circle recognizes those who share Mr. Rogers' tradition of action and advocacy to promote bone health and osteoporosis prevention through annual gifts totaling \$1,000 or more.

## Charter Members

NOF thanks those who contributed \$5,000 or more between November 2006 and December 2007 to form the Paul G. Rogers Champion Circle.

*Madeline Anbinder*  
*Robert & Vaneeda Bennett*  
*Dr. & Mrs. Francis J. Bonner*  
*Mr. and Mrs. Gary L. Bryant*  
*Bess Dawson-Hughes, M.D.*  
*Corinne L. Dodero & Lorraine Dodero*  
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*Leo Schargorodski*  
*Dr. Burton Spiller*  
*Toni Stabile\**  
*Piper & Kinne Sutton*  
*\*deceased*

# Healthy Bones for Life Annual Contribution Society

NOF thanks all of our contributors for their generous gifts over the past year. You have helped sustain and enhance our core programs and moved us closer to our goal of helping all Americans achieve healthy bones for life. With your support, we are working to change the legacy of osteoporosis, so it is no longer viewed as a disease passed down from generation to generation and to make aging the time of greatest strength for all Americans.

All of the individuals listed below who have made annual gifts to NOF of \$1,000 or more are also recognized as members of the [2012 Paul G. Rogers Champion Circle](#) for their commitment to carrying on his legacy to improve our nation's health.

## Individuals

### Protectors of Bone - \$25,000 or more

*Mr. and Mrs. Gary L. Bryant*  
*The LeFrak Family – Mrs. Ethel LeFrak,*  
*Mrs. Denise LeFrak Calicchio and Mrs.*  
*Francine LeFrak Friedberg*

### Maintainers of Bone - \$5,000 - \$24,999

*Andrew and Audry K. Carter*  
*Diane Cresci*  
*Richard M. Dell, M.D.*  
*Robert F. Gagel, M.D.*  
*C. Berdon and Rolanette Lawrence*  
*James M. Pitchford*  
*The Honorable and Mrs. John E. Porter*

### Builders of Bone - \$1,000 - \$4,999

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*William L. and Lise Q. Ashton*  
*Mr. and Mrs. James R. Barr*  
*Ms. Joanne E. Becker*  
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The NOF Corporate Advisory Roundtable 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 and 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 2012 Corporate Advisory Roundtable include:

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*Amgen*

*Bayer Healthcare*

*Builder, LLC*

*Council for Responsible Nutrition*

*Data Centrum Communications, Inc.*

*Eli Lilly and Company*

*FoodCare (formerly FoodCalc)*

*GE Healthcare Lunar*

*Hologic, Inc.*

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*Lane Labs USA, Inc.*

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*Novartis Pharmaceuticals*

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**NATIONAL OSTEOPOROSIS FOUNDATION**  
**STATEMENT OF FINANCIAL POSITION**  
December 31, 2012  
(With Summarized Financial Information as of December 31, 2011)

	<u>2012</u>	<u>2011</u>
<b>ASSETS</b>		
Cash and cash equivalents	\$ 1,024,564	\$ 598,273
Accounts receivable	61,542	79,592
Grants and contributions receivable	405,315	445,410
Investments	3,652,106	4,555,148
Prepaid expenses	139,851	184,001
Inventory	124,652	122,837
Property and equipment, net	<u>236,219</u>	<u>406,955</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 5,644,249</u></u>	<u><u>\$ 6,392,216</u></u>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued expenses	\$ 597,156	\$ 908,601
Line of credit	850,000	650,000
Deferred revenue	22,196	33,261
Deferred rent	<u>59,509</u>	<u>56,789</u>
<b>Total Liabilities</b>	<u>1,528,861</u>	<u>1,648,651</u>
<b>NET ASSETS</b>		
Unrestricted	3,317,108	3,615,903
Temporarily restricted	618,268	947,650
Permanently restricted	<u>180,012</u>	<u>180,012</u>
<b>Total Net Assets</b>	<u>4,115,388</u>	<u>4,743,565</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$ 5,644,249</u></u>	<u><u>\$ 6,392,216</u></u>

**NATIONAL OSTEOPOROSIS FOUNDATION**

**STATEMENT OF ACTIVITIES**

**For the Year Ended December 31, 2012**

**(With Summarized Financial Information for the Year Ended December 31, 2011)**

	Unrestricted	Temporarily Restricted	Permanently Restricted	2012 Total	2011 Total
<b>REVENUE AND SUPPORT</b>					
Grants and contributions	\$ 1,787,248	\$ 271,560	\$ -	\$ 2,058,808	\$ 1,205,476
Investment income (loss)	463,835	2,677	-	466,512	(7,202)
Membership dues	281,330	180,000	-	461,330	515,260
Royalties and consulting income	374,347	-	-	374,347	345,117
International Symposium on Osteoporosis	298,400	28,944	-	327,344	683,695
Legacies and bequests	268,591	9,175	-	277,766	346,476
Annual dinner and other special events	129,553	-	-	129,553	304,443
Publications sales	50,740	-	-	50,740	57,770
Donated services and materials	33,243	-	-	33,243	1,114,424
Miscellaneous income	54,733	-	-	54,733	11,944
Net assets released from restrictions:					
Satisfaction of program restrictions	661,510	(661,510)	-	-	-
Satisfaction of time restrictions	79,378	(79,378)	-	-	-
<b>TOTAL REVENUE AND SUPPORT</b>	<b>4,482,908</b>	<b>(248,532)</b>	<b>-</b>	<b>4,234,376</b>	<b>4,577,403</b>
<b>EXPENSES AND LOSSES</b>					
Program Services:					
National Bone Health Alliance	1,189,373	-	-	1,189,373	1,593,639
Professional education	998,748	-	-	998,748	861,806
Patient education	567,585	-	-	567,585	800,904
Communications	241,512	-	-	241,512	835,912
Membership	121,478	-	-	121,478	73,330
Public policy	99,651	-	-	99,651	688,349
Research	11,670	-	-	11,670	12,640
<b>Total Program Services</b>	<b>3,230,017</b>	<b>-</b>	<b>-</b>	<b>3,230,017</b>	<b>4,866,580</b>
Supporting Services:					
Fundraising	1,065,878	-	-	1,065,878	1,192,598
Management and general	485,808	-	-	485,808	525,139
<b>Total Supporting Services</b>	<b>1,551,686</b>	<b>-</b>	<b>-</b>	<b>1,551,686</b>	<b>1,717,737</b>
<b>TOTAL EXPENSES</b>	<b>4,781,703</b>	<b>-</b>	<b>-</b>	<b>4,781,703</b>	<b>6,584,317</b>
Loss on returned contributions	-	80,850	-	80,850	-
<b>TOTAL EXPENSES AND LOSSES</b>	<b>4,781,703</b>	<b>80,850</b>	<b>-</b>	<b>4,862,553</b>	<b>6,584,317</b>
<b>CHANGE IN NET ASSETS</b>	<b>(298,795)</b>	<b>(329,382)</b>	<b>-</b>	<b>(628,177)</b>	<b>(2,006,914)</b>
<b>NET ASSETS, BEGINNING OF YEAR AS PREVIOUSLY REPORTED</b>	<b>3,395,783</b>	<b>1,167,770</b>	<b>180,012</b>	<b>4,743,565</b>	<b>6,750,479</b>
Prior period adjustment	220,120	(220,120)	-	-	-
<b>NET ASSETS, BEGINNING OF YEAR AS RESTATED</b>	<b>3,615,903</b>	<b>947,650</b>	<b>180,012</b>	<b>4,743,565</b>	<b>6,750,479</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 3,317,108</b>	<b>\$ 618,268</b>	<b>\$ 180,012</b>	<b>\$ 4,115,388</b>	<b>\$ 4,743,565</b>