2015 Annual Meeting

The Power of Yes!
What Companies Really Want

Allison Allgier, AOII Fraternity
Federica Marangolo, Eli Lilly
Anthony Rizzo Jr., Rizzo Companies
Sue Vlcko, Pfizer Consumer Health
Session Objectives

• Understand how our value proposition translates to our corporate partners locally and nationally

• Why the Arthritis Foundation is a desirable partner for corporations/organizations

• How corporations/organizations leverage the Arthritis Foundation to impact sales and their own brands
Anthony Rizzo Jr.

President & CEO of the Rizzo Companies

• Worked in every aspect of the family business

• Volunteer with the Arthritis Foundation since 2009
Rizzo Companies Case Study

• Personal connection to the mission

• Saw impact of the disease on everyday life, and not all families can afford care

• Committed personal and professional resources to support the cause
Rizzo Companies Case Study

**Strengths**

- Employee engagement
- Vendor engagement
- Increased visibility for arthritis and expanded relationships for our local office

**Opportunities**

- Clearly communicating impact of the money raised
Sue Vlcko

Marketing Director for Advil in the U.S.

• Eight years working across multiple Pfizer consumer brands
Advil Case Study

• Partnership started July 2015
• Opportunity for both brands to positively impact people with arthritis
• Brand alignment
• Support of Arthritis Foundation Core Help & Support Pillar
Case Study

The makers of Advil® are proud to support the Arthritis Foundation’s fight for a cure, so you can say Yes more often.

Thanks to the makers of ADVIL® for their support
Thanks to the makers for ADVIL® for supporting the Arthritis Foundation in making strides for the arthritis community. We're fighting for a cure, so you can say Yes more often.

What’s New?
Find out what's happening at the Arthritis Foundation.

Our Mission
We exist to conquer Arthritis. Read more about our cause.

Get Involved
Volunteer at a local Arthritis Foundation event.

#Yes2016
The Power of Yes!
# Advil Case Study

**Strengths**

- Learning more about the breadth and depth of arthritis
- Seeing the impact of arthritis on everyday lives

**Opportunities**

- Expand consumer activation and education
- Broaden the platform to other brands/partners
AOII Fraternity

Allison Allgier
Clinical Manager for
Brachial Plexus Center at
Cincinnati Children’s
Hospital

Past International President
AOII Fraternity
AOII Case Study

AOII Fraternity selected the Arthritis Foundation as its national philanthropy in 1962.
**AOII Case Study**

Created a quarterly engagement calendar

<table>
<thead>
<tr>
<th>Q1 (January—March)</th>
<th>AOII</th>
<th>Arthritis Foundation</th>
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</thead>
<tbody>
<tr>
<td>□President &amp; Philanthropy Chair (other officers as needed) meet with AF staff</td>
<td>□Meet with President &amp; Philanthropy chair (thank you, build annual plan)</td>
<td></td>
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<tr>
<td>□Share local WTCA kickoff and event dates with all members</td>
<td>□Deliver nationally produced agenda and presentation</td>
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</tr>
<tr>
<td>□Share mission story with members</td>
<td>□Encourage Chapters to fundraise</td>
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<tr>
<td>□Coordinate dates for Strike Out Arthritis</td>
<td>□One social media post/month</td>
<td></td>
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<tr>
<td></td>
<td>□Share WTCA date and Invite to WTCA kickoff</td>
<td></td>
</tr>
<tr>
<td></td>
<td>□Work with AOII to coordinate dates and promotion for Strike Out Arthritis</td>
<td></td>
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</tbody>
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AOII Case Study

Strengths
• Created a formula for success with quarterly engagement calendar
• Buy-in at the highest levels of both organizations

Opportunities
• Local engagement on event committees, leadership boards, JA camps, etc.
• Year-round relationship
Federica Marangolo

Senior Director of Marketing, Eli Lilly & Company

• Works on the USA Autoimmune business
• Involved with the Arthritis Foundation since 2013
Eli Lilly Case Study

• Partnership launched in April 2015
• Goal: Address communication barriers between patients and health care providers
• Focus on life goals in treatment plans
Eli Lilly Case Study

Strengths

• Shared vision to serve patients
• Our relationship with the Arthritis Foundation is built on a strong foundation of trust

Opportunities

• Ability to expand the program locally
• Reward changed behavior, which leads to improved outcomes
Panel Questions
Key Takeaways

• Make it personal
• Work with companies that have brand alignment
• Be innovative
• Engage year-round
I pledge to ______ because I believe.