Year of Yes
Yes, we will audaciously conquer arthritis and its effects.
A Landmark Year for Champions of Yes

In 2015, the Arthritis Foundation created a Champion of Yes culture, inside and outside our organization.

STEPS WE TOOK IN 2015

• Launched a NEW BRAND that personifies who the Arthritis Foundation is today: all-in, bold, brave, ever-present, expert.

• Strengthened our VOLUNTEER COMMUNITY by forming local leadership boards in 56 markets nationwide.

• Established the Arthritis Foundation as THE GO-TO PLACE for trusted tools and resources that help people live life fully.

• Implemented legislative, insurance and health policy strategies to improve ACCESS TO OPTIMAL CARE and game-changing medicine.

• Advanced scientific research in collaboration with complementary organizations and the brightest minds as we strive to ACHIEVE RESULTS FASTER.

In those goals and others, the Arthritis Foundation was tremendously successful. Indeed, it was a landmark year.

Join us in a quick look back at the impact and progress we made together. It has already become part of the Arthritis Foundation’s rich history, which spans seven decades of remarkable experience. We continue to build on that legacy with pride every day.

You, our gracious donors, volunteers and sponsors, have helped make these victories possible. We’re grateful to have such great partners. Grateful for the funds you contribute and the expertise you bring to our organization. Grateful for your unwavering commitment to conquering arthritis.

Thank you for being a Champion of Yes!

Ann M. Palmer  Michael V. Ortman
President & CEO   Chair
Arthritis Foundation   Arthritis Foundation Board of Directors
OUR VISION

To be known as the cause leader for audaciously attacking and conquering arthritis and its effects.

We will be

All-In
Driven by passion and commitment to work beyond the call of duty.

Bold
Tenacious and aggressively persistent in attacking arthritis, its effects and barriers to treatment.

Brave
An optimistic and winning spirit together with you in the face of darkness.

Ever-Present
When, where and how you need us, in a relevant way, for the long haul.

Expert
Daily applying and strengthening our longstanding track record as the trusted source for expert information.
INTRODUCTION

In 2015, we focused our attention on the four pillars that comprise the Arthritis Foundation’s mission. These are areas where we can make the biggest impact and the greatest difference in people’s lives.

On the following pages, we share very high-level achievements from the year. The impacts we made together were phenomenal – and they set the stage for the future.
In 2015, the Arthritis Foundation emphasized advocacy at the state level while continuing to push for federal laws and policies that make health care more accessible. We led numerous legislative victories across the country.

Yes to

Hannah Robison
“Miss Tennessee”
Paris, Tennessee

Recipient of Arthritis Foundation Emerging Leader in Advocacy Award

Raised nearly $30,000 for the Arthritis Foundation

Recruited Rep. Jim Cooper to the Congressional Arthritis Caucus

Increased awareness of arthritis among other Tennessee legislators

Taught classes for kids with arthritis at Camp AcheAway

Hannah uses her influence to spotlight how severe arthritis can be and make change happen.

Using Your Voice
Advocacy & Access

Joining forces to break down barriers

Our expanded army of Advocates

>125,000

WROTE

4,000 letters to Congress

Speaking up and raising awareness IMPACTS access to treatments

1/4 of the U.S. Congress stands by us

“It feels so good to know I’m making an impact. It’s about all the kids and adults who have arthritis. We have to speak up for everyone.”
– Meredith Meyer, Arthritis Foundation Advocate

These Arthritis Advocates visited elected officials and got involved in

159 Bills in 46 States = 44 New Laws

increasing access to care • capping copays
limiting step therapy • easing burdens

115% increase in the Congressional Arthritis Caucus

Advocacy actions can make positive change happen.
Breakthrough tools and resources that IMPACT the arthritis community

15,376 Better Living Toolkits delivered – to give physicians a dynamic way to help patients say Yes to moments that matter

>450,000 listings in the Arthritis Resource Finder of resources consumers need right in their own community

>4,000 customized results pages in Your Exercise Solution® (YES), the online fitness tool that creates a unique exercise plan for every situation

4M readers of Arthritis Today got the latest news, inspiring articles, lifestyle tips and more, in a new look and format

Including health care providers, medical suppliers, fitness programs and more

In 2015 Arthritis Introspective became part of the Arthritis Foundation, strengthening our nationwide network of peer-led local groups

IMPACT 24/7 assistance to help ease pain, educate and empower.
In 2015, the Arthritis Foundation pivoted from training exercise program instructors to offering personalized attention and expert guidance to those with arthritis. Today we’re making a bigger impact on more lives.

Yes to

Robin Dore, MD
Rheumatologist – Tustin, California

Recipient of the Arthritis Foundation Health Care Professional of the Year Award

Raised more than $300,000 in the Walk to Cure Arthritis since 2004

Advocated on Capitol Hill for the arthritis community

Founding member of the Top Doc Club to encourage physician-patient fundraising teams

Dr. Dore consistently refers patients to the Arthritis Foundation for dependable help and support.

Patient Referrals
In 2015, the Arthritis Foundation brought thousands of families together to share their common yet unique experiences. We also helped them navigate their journey while we pursued a cure.

Yes to

Alex Anderson
Baldwin, Wisconsin
Age 17

Raised $100,000 for the Arthritis Foundation over the past decade via “Al’s Pals” in the Walk to Cure Arthritis

Organized their own creative fundraisers like soup suppers, bake sales, raffles and auctions

Involved in seven JA Conferences and a happy camper at Camp M.A.S.H. (Make Arthritis Stop Hurting)

“We can’t take away the pain, but we can help by raising funds.”
–Her mother, Tobie Anderson

The Andersons use their talents and homemade treats to make an impact on their own lives and to help others.

Fundraising
Juvenile Arthritis

Creating a caring community that understands

Connections that IMPACT families affected by JA and related diseases

“An experience we’ll treasure always, surrounded by a wonderful community.”
— Amanda Hendrix & Family

1,700 Participants in the 31st annual National Juvenile Arthritis Conference, the largest Arthritis Foundation nonfundraising event to date

2,300 Kids and Teens attended 46 Juvenile Arthritis Camps, making new friends and lasting memories while learning to be independent

2,885 JA Power Packs distributed nationwide to newly-diagnosed children, containing tools and information to educate and empower

$23.5M pledged over five years to Pediatric Research through CARRA (Childhood Arthritis & Rheumatology Research Alliance)

New CARRA Registry: Data collection begun in 2015 will help reduce trial and error

In one year alone, more than 60 new discoveries and insights into pediatric rheumatology

IMPACT

Thousands of families find courage and encouragement in each other.
Research initiatives that IMPACT conquering arthritis once and for all

In 2015, we maintained a portfolio of 26 Major Arthritis Research Projects worth $7.9 M to find new treatments, diagnostic tools and pursue a CURE

A first step in building an international community of data experts for arthritis and related diseases

>80 Who’s Who of experts participated in the 2015 Arthritis Foundation Registry Workshop

27 million Americans have osteoarthritis

167 research proposals received in 2015

We invited groundbreaking ideas from anyone, anywhere

$500 M (almost half a billion dollars)

Arthritis Foundation investment in scientific discovery since 1948

Our Scientific Contributions

PRIOR MILESTONES

NSAIDS introduced to ease joint swelling and pain

First BIOLOGICS discovered

JOINT SURGERY made safer and more effective

LATEST DISCOVERY

NEW BIOMARKERS to predict treatment response and improve OA treatment options

IMPACT

A catalyst to delivering improved outcomes and treatments faster.
With the number of people affected by arthritis increasing, the Arthritis Foundation embarked on a new scientific strategy in 2015. To bring new treatments to market faster, we’re convening the brightest minds worldwide.

Yes to

Hongsik Jake Cho, PhD, MBA
Assistant Professor – University of Tennessee Health Science Center, Memphis

Recipient of Arthritis Foundation Delivering on Discovery funding award

Proposes a method of treating early post-traumatic osteoarthritis
  • Directly targeting a drug to the joint while avoiding side effects
  • Could lead to effective delay, slowing or prevention of OA

Chose to continue his career in arthritis research after his Arthritis Foundation-funded fellowship, showing how we successfully foster and grow talent

As a scientist with an MBA, decided to study how to commercialize his discoveries to ensure delivery to patients who will benefit from the results

Dr. Cho is among the next generation of scientists exploring ways to combat OA, which affects 27 million Americans.

Pursuing a Cure
It’s a powerful experience standing together for a great cause and a great organization. In 2015, from coast to coast, we activated our supporters to reach more people and raise the money needed to fuel our mission.

Yes to

April West
Project Manager – Atlanta, Georgia

National Adult Honoree for the Arthritis Foundation’s 2016 Walk to Cure Arthritis

Diagnosed with rheumatoid arthritis (RA) more than 20 years ago while in college

Recruited nearly 200 members to her team and raised more than $36,000 for the Arthritis Foundation since 2008

“I don’t let my RA slow me down. It doesn’t overshadow my life. I know that things have to happen and I’ve got to make them happen.”
–April in Arthritis Today magazine

April’s goal is to raise funds for a cure and raise awareness that arthritis doesn’t just affect older adults.

Giving Back
Fundraising for a Cure

Our community events are special and add up

Every step – and every dollar – matters and makes an IMPACT

2015 Walk to Cure Arthritis
87 locations, 4,274 teams nationwide
$8.1M raised!

2015 Jingle Bell Run
105 locations, 5,098 teams nationwide
$7.8M raised!

2015 Local Fundraising Events
52 locations, 8,138 participants
$8.9M raised!

Bike, golf, gala and other local events offer a festive way to support the Arthritis Foundation’s life-changing work.

2015 Healing Hands for Arthritis
>1,000 Massage Envy locations nationwide
5th annual one-day-only fundraiser
>$1.1M
Record-breaking fundraiser
Spreading the Word

Reaching out and touching lives every day

At the Arthritis Foundation, we’re in a unique place of authority and action, with the purpose of not only finding a cure, but also fighting for everyday victories. In communities nationwide, we’re providing tools, services and support so that people with arthritis can say Yes to living life to its fullest. To expand our reach and advance our mission, we activated and further engaged volunteers at the community level through local leadership boards.
Our reach made a major **IMPACT** in 2015.

<table>
<thead>
<tr>
<th>arthritis.org</th>
<th>Media Coverage</th>
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<tr>
<td><strong>17.3 M</strong> unique visitors</td>
<td><strong>230 M</strong> people reached</td>
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<td>&gt;125,000 Advocates &amp; Ambassadors</td>
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<td>Social Media</td>
<td>56 Local Leadership Boards formed, comprised of</td>
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<td>~350,000 Fans &amp; Followers</td>
<td><strong>1,069</strong> Volunteers</td>
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<th>Special Events</th>
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<td><strong>244</strong> special events</td>
<td><strong>140,864</strong> special event participants</td>
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Thanks to our donors for making it a landmark **Year of Yes.**

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Financial Highlights*

In 2015, the Arthritis Foundation committed more than $1 million in additional support to scientific research over the previous year. There was also an increase in total contributions.

Note: Complete audited financial statements are available online at arthritis.org/financials.
Net Assets End-of-Year: $152.0M

*In November 2015, the board of directors voted to create a centralized, unified structure to enable the organization to operate with greater consistency and efficiency while eliminating redundancies. We expect this operational change to result in a stronger bottom line in the near future.