To our supporters:

July 1, 2010 - June 30, 2011 was another great year for the Sjögren's Syndrome Foundation. The Foundation continued on its path of supporting Sjögren’s research, adding to our educational programs as well as working on raising awareness about this debilitating disease.

We continue to provide our members and patients with excellent customer service and hope to serve as the credible source for Sjögren’s information for all stakeholders – including patients, their families as well as healthcare providers.

We are very proud of our accomplishments this past year as you will see below. We also have available online or via US mail – our Federal 990 Tax Return as well as audited financial report. Please visit www.sjogrens.org or contact us at 1-800-475-6473 for those additional documents.

A special thank you to all those that supported us this past year. Your support is greatly appreciated and it is because of you – we are able to continue our great programs and services that help Sjögren’s patients and their loved ones

Sincerely,

SSF Board of Directors
Board of Directors

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Our 2010-2011 Priorities

The SSF’s Board of Directors adopted three priorities for fiscal year 2010-2011. They were as follows:

• Increase Awareness of Sjögren’s and the Sjögren’s Syndrome Foundation

• Improve services, support and resources for patients and professionals

• Strengthen the Sjögren’s Syndrome Foundation

On the following pages - you will see our goals under each priority and how the SSF did against those goals. In addition, you will also find our financials for both income and expenses. We hope you will be as excited as we are about our successes this past year.
Increase Awareness of Sjögren’s and the Sjögren’s Syndrome Foundation
Increase awareness of Sjögren’s and the Sjögren’s Syndrome Foundation

Developed and delivered plan to increase visibility of SSF online.

✔ Created a Social Media and Internet Plan:
  - Created SSF Facebook Fan Page
  - Started “MoistureSeekers” Twitter Page in April 2010
  - Partnered with various organizations to utilize their social media pages. (ie Grapevine Mills Mall, Ben & Jerry’s, Roosevelt Field Mall, Reston Town Center)
  - Expanded use of www.firstgiving.com fundraising website
  - Regularly updated www.sjogrens.org
Increase awareness of Sjögren’s and the Sjögren’s Syndrome Foundation

Forged relationships with professional and community organizations to expand SSF outreach.

- Forged stronger relationships with ACR, CLAO & AADR through SSF Student Fellowship program
- Partnered with Dental Hygiene Programs around the United States
- Expanded outreach to professional societies including statewide dental associations.
- Continued involvement with National Health Council
- Partnered with community groups to expand involvement in our Sjögren’s Walkabouts
Expanded awareness and educational opportunities outside the Sjögren’s Community

- Partnered with Ora Clinical Research Labs to host our 2011 National Dry Eye Patient Conference
- Presented at 2011 California Dental Association’s Annual Scientific Meeting
- Increased community awareness activities by launching our Awareness Ambassador program
Launched innovate awareness programs including:

- Educational DVD on Sjögren’s
- Assisted with development of [www.livingwithdryness.com](http://www.livingwithdryness.com) website and testimonial videos
- Launched 2011 Awareness Ambassador Program – “Defy the Dry.”
Improve services, support and resources for patients and professionals
Continue to serve as the organization that offers credible information on Sjogren’s through our:


- Patient educational materials and conferences including:
  - Our new Product Directory
  - Our re-designed Dry mouth, Dry eye and What is Sjögren’s brochures
  - Our 3 patient conferences
  - Our national dry eye patient conference

- Moisture Seekers & Sjögren’s Quarterly Newsletters
Served as lead voice and resource to encourage the expansion of Sjögren’s research.

- Served on coalitions to encourage more funding for NIH

- Received more funding from major donors to support Sjögren’s Research

- Supported CAMBRA Meeting with California Dental Association

- Provided oral and written testimony for SSA Compassionate Hearing Allowances
Ensured a leadership role for SSF in improving patient treatment through development of Clinical Practice Guidelines and encouraging the investigation into new therapeutics.

- Continued to move forward with development of CPG
- Created alliance with American College of Rheumatology on CPG including:
  - Recruiting ACR Representative to assist SSF with guidelines
  - Following ACR protocol for development of guidelines
  - Increasing recruitment of physicians/dentists for working groups
- Enhanced relationships with companies that have an interest in launching new products for Sjögren’s
Awarded over $270,000 in Sjögren’s research grants to the following institutions:

- Allegheny-Singer Research Institute
- Schepens Eye Research Institute
- University of California, San Francisco
- UCLA School of Dentistry
- The Research Foundation of SUNY, University at Albany
- Oklahoma Medical Research Foundation
- University of Florida, Gainesville
Strengthen the Sjögren’s Syndrome Foundation
Strengthen the Sjögren’s Syndrome Foundation

Evaluated SSF programs and events to ensure long term growth and viability for SSF. (e.g. events, support groups, publications, etc.)

- Evaluated all support groups and surveyed leaders

- Evaluated all special events for potential

- Continued Editorial Committee for TMS to ensure quality newsletter each month
Strengthen the Sjögren’s Syndrome Foundation

Investigated and evaluated additional revenue streams

Continued to streamline internal processes to best utilize limited staff resources.

Cultivated relationships with potential/future board members, MSAB members and national volunteers.
FY 2010/2011 Financials

Income & Expenses
FY 2010/2011 FINANCIALS
INCOME TOTAL = $2,059,419

Contributions
$1,116,925 – 54.2%

Conferences & Products
$230,508 – 11.2%

Dues
$254,345 – 12.4%

Other
$152,601 – 7.4%

Special Events (net)
$305,040 – 14.8%
FY 2010/2011 FINANCIALS
EXPENSES TOTAL = $2,055,957

- **Patient Services** $632,118 – 30.8%
- **Administraiton** $177,261 – 8.6%
- **Fundraising** $196,081 – 9.5%
- **Awareness** $658,288 – 32%
- **Research** $392,209 – 19.1%
FY 2010/2011 Donors

Donors & Supporters
The generous support of the following individuals, families, corporations, businesses, foundations and organizations helps to ensure that the SSF’s programs of research, education and awareness continue to expand.

$50,000 +
- Advanced Vision Research
- Allergan
- Daiichi-Sankyo
- Galewood Foundation
- Sheila Leach
- Adele Smith

$10,000 - $49,999
- Align Pharmaceuticals
- Troy & Leslie Daniels
- Mary Fidler
- GlaxoSmithKline
- Mary Hammond
- LaClede
- MediaCom
- The Newell Foundation

$5,000 - $9,999
- Alcon Laboratories
- Amplimmune
- Andrea Cavitolo Foundation
- Anonymous
- Sophia & Bruce Beckley
- Fred Fernandez & Irma Rodriguez Foundation
- Susan Gatto
- Humphery Bannon Foundation
- Kathleen Marble
- Quantum Health
- SLCM, LLC
- Steven Taylor
- Hannah Yu
FY 2010-2011 Donors

$1,000 - $4,999

7eye
Mou-Lan Abbott
Hector Alcalde
Elaine Alexander
Arizona Community Foundation
Arthritis & Rheumatism Associates, P.C.
John Barrette
Ben & Jerry's
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Mills Family Charitable Foundation
FY 2010-2011 Donors

$1,000 - $4,999 cont’d

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The National Football League  
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Special thanks to our volunteers, staff and donors who made this past year such a great success!