To Our Supporters:

We are very proud of our accomplishments in 2014 and we couldn’t have done it without your support. Each donor and volunteer is critical to our success as we strive to raise awareness, support patients and their families and encourage new research into the mystery of Sjögren’s.

As you will see throughout this annual report, the SSF achieved many accomplishments again this year and made great strides in reaching our mission. As the only non-profit organization focused on conquering Sjögren's, we continue to be a patient oriented organization serving our members as well as industry leaders serving as the credible source for Sjögren’s information.

If you would like more information about our accomplishments, we encourage you to contact the SSF at 301-530-4420 or by visiting our website at www.sjogrens.org. You can find our Federal IRS 990 Tax Return online and/or request the Federal IRS 990 and/or our Audited Financial Report by calling the SSF office.

Thank you once again to all those that supported us this past year.

Sincerely,
The SSF Board of Directors
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Sjögren’s Syndrome Foundation Mission

- To increase public and professional awareness of Sjögren's
- To educate patients and their families
- To encourage research for new treatments and ultimately a cure for Sjögren’s
In January 2012, the SSF launched a new 5-Year Breakthrough Goal:

“To Shorten the Time to Diagnose Sjögren's by 50% in 5 years”
The SSF’s Board of Directors adopted three specific action items to achieve our 5-Year Breakthrough Goal:

- Increasing public awareness
- Increasing involvement from our friends and partners
- Increasing education and awareness among healthcare professionals

On the following pages, you will see our goals for 2014 and how the SSF did against those goals.

We hope you will be as excited as we are about our successes this past year.
The Sjögren’s Syndrome Foundation increased awareness.
Strengthen the Awareness Ambassador Program:

- Hosted annual training for our 509 Awareness Ambassadors

- Awareness themes for 2014 included educating rheumatologists, dentists, primary care physicians, OBGYNs, and community health leaders

- Secured funding from Carroll Petrie Foundation to support Awareness Ambassador Program
SSF 2014 Goals

- Develop awareness and media outreach plan:

  - April Sjogren’s Awareness Campaign on Facebook received over 10 million impressions and SSF Facebook posts were shared over 389,000 times

  - SSF brought together 17 international organizations to participate in World Sjogren’s Day

  - Partnered on media campaigns with companies such as Costco, Tearlab, and Nicox to increase awareness for Sjogren’s

  - SSF was recognized by *PM360*, a leading healthcare publication, for their awareness & early diagnosis marketing campaign with Nicox Diagnostics
SSF 2014 Goals

Expand fundraising efforts:

- Raised over $1.8 million through various fundraising avenues including individual giving, special events and corporate support
- SSF signature events (Walkabouts, Sip for Sjogren’s, and Team Sjogren’s) were held in 21 markets
- Held 30th Anniversary Dinner to honor SSF founder Elaine Harris
- Encouraged patients to host mini-events in their communities with over 35 events held
Utilize social media consistently:

- Received over 271,000 views to our SSF blog
- Expanded website to include 20 Faces of Sjogren’s, receiving 66,000 views
- Introduced new, non-branded blog focused on symptoms of Sjögren’s for those searching internet for a diagnosis
- Increased Facebook followers from 9,643 to 19,722
Represent Sjogren’s patients:

- Hosted international meeting of researchers and clinicians to discuss new Sjogren’s diagnostic criteria

- Staff of SSF served on NIH’s Autoimmune Diseases coordinating committee

- SSF CEO presented to Senate Finance Committee and House & Ways Sub-Committee on Capitol Hill

- SSF served on numerous coalitions to ensure the voice of Sjögren’s patients were considered.
The Sjögren’s Syndrome Foundation educated patients, their families and healthcare professionals.
SSF 2014 Goals

Serve as the authoritative resource on Sjogren’s:

- Produced quarterly publication for healthcare professionals, the *Sjögren’s Quarterly*, that has annual distribution of 25,000

- Hosted annual meeting for over 100 Rheumatologists on the development of new therapeutics for Sjögren’s

- Distributed over 20,000 complimentary patient brochures to physicians’ offices

- Produced monthly patient publication, *The Moisture Seekers*, with annual distribution of 120,000
SSF 2014 Goals

- Develop first-ever Clinical Practice Guidelines for how to treat, manage and monitor Sjögren’s:
  - Finalized Rheumatologic Recommendations for Biologic Therapy
  - Drafted Fatigue Recommendations and Inflammatory Musculoskeletal Pain Recommendations
  - Finalized ocular guidelines and submitted to Peer Review Journal for publication
  - Completed first oral topic area focused on Caries (dental decay) Prevention
The Sjögren’s Syndrome Foundation encouraged research.
Launch Clinical Trials Consortium:

- Held first Steering Committee to determine priorities for SSF’s Clinical Trial Consortium

- Developed list of targeted and potential therapies and diagnostics for Sjogren’s
SSF 2014 Goals

- **Fund innovative Sjogren’s Research:**
  - Awarded fellowships to students working in Sjögren’s labs
  - Awarded Sjogren’s research grants placing high priority on research looking at the cause, detection, and treatment of Sjogren’s

- Grants awarded to researchers at institutions such as:
  - Oklahoma Medical Research Foundation
  - Rockefeller University
  - National Institute of Dental and Craniofacial Research
FY 2013/2014 Financials

Income & Expenses
FY 2013/2014 FINANCIALS
INCOME TOTAL = $1,843,086

- Contributions: $968,887 – 52.6%
- Conferences & Products: $215,367 – 11.7%
- Dues: $233,865 – 12.7%
- Other: $98,397 – 5.3%
- Special Events (net): $326,570 – 17.7%
FY 2013/2014 FINANCIALS
EXPENSES TOTAL = $1,762,960

Patient Services
$560,036 – 31.8%
Administration
$159,127 – 9%
Fundraising
$201,611 – 11.4%
Awareness
$585,322 – 33.2%
Research
$256,864 – 14.6%
FY 2013-2014 Donors

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 +
Allergan USA
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Special thanks to our volunteers and donors who made this past year such a great success!
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