

ANNUAL REPORT 2015

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TEAM



Letter from Chief Operating Officer

So many lives have been touched by eating disorders. Yet despite their prevalence, the battle with these devastating illnesses can be isolating. At NEDA, we believe that community lights the way on the path to hope and healing—and our community is a powerful one. This year, individuals, families, friends and professionals came together to support each other at 60 NEDA Walks around the country and at our national conference. We raised our voices to advocate for better access to treatment and for education about eating disorders. We spoke up to bust myths and reduce stigma. We invested in innovative research to move closer to our vision of a world without eating disorders.

In this report, you'll see how our efforts made an incredible impact. NEDA volunteers successfully advocated for legislation to improve health care coverage. Thousands of people received support and treatment options through our Helpline and NEDA Navigators peer support program. National Eating Disorders Awareness Week 2015 reached a record 44 million people with the message that help is here.

The strength of our community was evident this year as we mourned the loss of Lynn Grefe, who served as president and CEO of NEDA from 2003 until her passing in April. Lynn's leadership and passion will continue to echo throughout this organization, and through the countless individuals who were bolstered by her conviction that recovery is possible.

Possibility can be hard to hold on to in the midst of an eating disorder. As we grow our programs and reach, we thank new friends and longtime supporters for the opportunity to be guided by the possibilities of what lies ahead.

Claire Mysko



STAFF

The NEDA staff has more than doubled in size since the organization's move to New York in 2011. This fiscal year, teamwork was in full effect as we added two new early intervention initiatives for teens and young adults, expanded our walks and grew our Helpline's remote volunteer program, allowing us to serve more people in need.

LEARN MORE AT <http://www.nationaleatingdisorders.org/staff>

VOLUNTEERS

Coordinating life-saving NEDA Walks. Providing instrumental support to help-line callers. Getting historic legislation passed in Missouri. Is there anything our volunteers can't do?

DOWNLOAD "WINTER 2015 VOLUNTEER NEWSLETTER" AT <https://www.nationaleatingdisorders.org/annualreport/2015/downloads/Winter-2015-Volunteer-Newsletter.pdf>



IN MEMORIAM

Lynn Grefe fought to ensure that people with eating disorders, and those who care for them, have a voice. She will be greatly missed.

LEARN MORE AT <https://www.nationaleatingdisorders.org/blog/lynn-greffe-will-be-greatly-missed>

SUPPORTERS

NEDA WALKERS



60 WALKS



14K WALKERS



\$1.29M RAISED

WALKING WITH PURPOSE

Find out what it meant for one model and author to captain NEDA's Artist Initiative team at the Los Angeles, CA NEDA Walk.

LEARN MORE AT <https://www.nationaleatingdisorders.org/blog/2014-la-artist-initiative-neda-walk>





AERIE SUPPORTS NEDA

NEDA is honored to recognize national walk sponsor Aerie for their continued financial and in-kind support of the NEDA Walks program (plus, thousands of walkers love their super cool Love Your Real Selfie bags we now hand out at every walk!).

LEARN MORE AT <https://www.nationaleatingdisorders.org/loveyourrealselfieblog>

HEALING, HOPE & HEROES

NEDA hosted its largest and most successful annual benefit event at Guastavino's in New York, NY in March. With over 450 generous people in attendance, NEDA raised over \$900,000! The Honorable Patrick Kennedy, JAG Models, Inc. and Dr. Margo Maine were honored for contributions to the field. Alongside all of the great honorees, the first-ever NEDA Inspires Award was presented to Aerie for their no retouching campaign.

DOWNLOAD "WINTER 2015 VOLUNTEER NEWSLETTER" AT <http://www.nationaleatingdisorders.org/blog/iskra-talks-awards-aerie-more>



SUSTAINING SPONSORS

Thank you to our sustaining sponsors for the support they have shown us throughout the year.

SEE THE FULL LIST AT <http://www.nationaleatingdisorders.org/sustaining-sponsors>

WORK

HELPLINE

A CONNECTION TO HOPE



CLOSE TO 20K
CALLS, EMAILS &
CHATS



22% INCREASE
IN CLICK-TO-
CHAT



NEARLY
90K PEOPLE
SCREENED



44M REACHED
DURING
NED AWARENESS
WEEK

LEGISLATIVE VICTORIES

LEGISLATIVE BREAKTHROUGHS IN NEW YORK AND MISSOURI!

Effective volunteer lobbying set the stage for the groundbreaking passage of an insurance reform bill in Missouri and an awareness and prevention program in New York.

LEARN MORE AT <https://www.nationaleatingdisorders.org/neda-applauds-missouri-state-insurance-reform-victory-against-eating-disorders>





RESEARCH

FEEDING HOPE FUND FOR CLINICAL RESEARCH

NEDA continued its commitment to advancing the field through innovative research by awarding \$200,000 in grants for the second consecutive year.

LEARN MORE AT <https://www.nationaleatingdisorders.org/neda-names-2014-feeding-hope-fund-grant-winners-12th-national-conference-opens-san-antonio>

PREVENTION/EARLY INTERVENTION STORY

FIGHTING EATING DISORDERS AT THE SOURCE

This year NEDA launched two new programs aimed at the early detection and intervention of eating disorders, The Body Project and Proud2Bme On Campus.

READ ABOUT THE BODY PROJECT AT <http://proud2bme.org/content/body-project>

READ ABOUT PROUD2BME ON CAMPUS AT <http://proud2bme.org/oncampus>



PREVENTION/EARLY INTERVENTION STORY

EMPIRE STATE BUILDING LIGHTS THE WAY IN THE FIGHT AGAINST EATING DISORDERS

33 landmark buildings observed NEDAwareness Week by lighting up in green and blue.

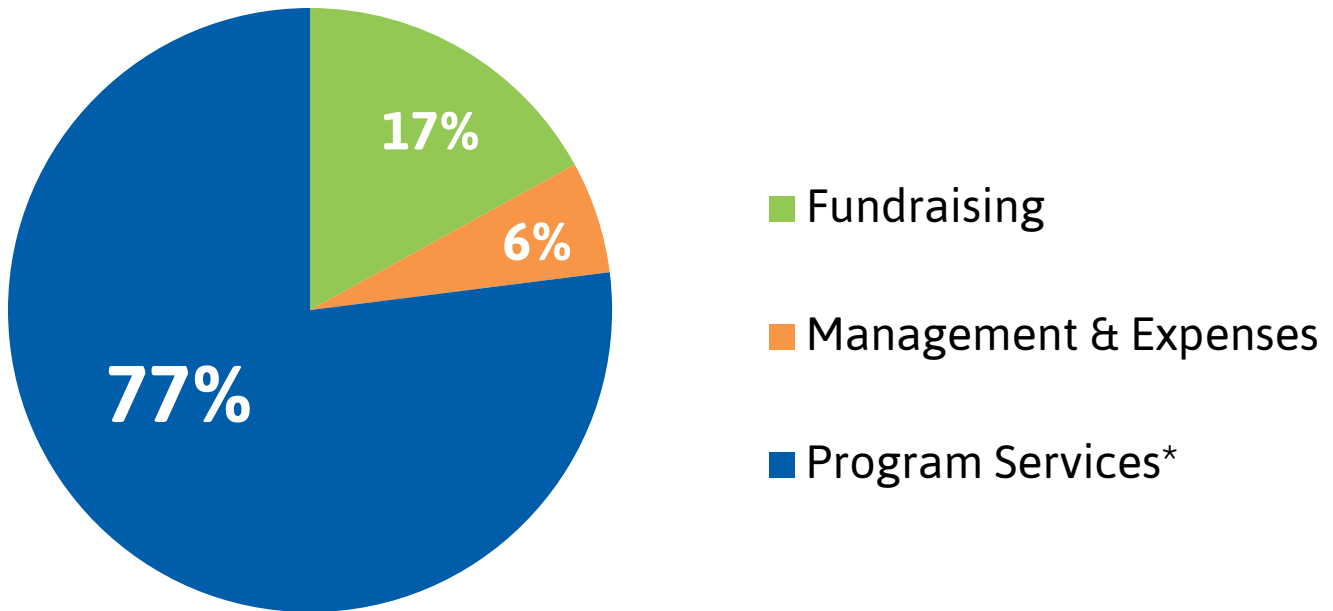
LEARN MORE AT <https://www.nationaleatingdisorders.org/blog/NEDAwareness-Building-Lightings-Recap-Pictures>



FINANCIALS

FISCAL YEAR 2015: MAY 1, 2014 - APRIL 30, 2015

From May 1, 2014 – April 30, 2015, we raised \$4.2 million dollars.



*PROGRAM SERVICES INCLUDES: National Helpline; Parent, Family & Friends Network; NEDA Navigators; Loss Support Network; NEDAwareness Week; NEDA Conference; Media Watchdogs; Solutions Through Advocacy & Reform (STAR); NEDA Network; Body Project; Proud2Bme; NEDA Website; and educational parts of NEDA Walks

AUDIT & 990

For those wanting to dive deeper into NEDA’s finances, please check out our annual audit and 990 form.

DOWNLOAD ANNUAL AUDIT AT <https://www.nationaleatingdisorders.org/annualreport/2015/downloads/12.14.2015-Auditors-Report-NEDA-Financials-FY-2015.pdf>

DOWNLOAD 990 FORM AT <https://www.nationaleatingdisorders.org/annual-report/2015/downloads/NEDA-990-2014-Signed-12-18-15.pdf>

FINANCIAL OVERSIGHT

Transparency, high ethical standards and good use of donor money have made NEDA a top-rated non-profit with Charity Navigator and BBB Wise Giving Alliance.

CHARITY NAVIGATOR <http://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=11384#.VrG62fHced0>

BBB WISE GIVING ALLIANCE <http://www.give.org/charity-reviews/national/health/national-eating-disorders-association-in-new-york-ny-2972>

BOARD

None of which would have been possible without the dedicated “movers and shakers” on the NEDA board:

BOARD OF DIRECTORS

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