

ANNUAL REPORT 2016

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TEAM

Letter from Chief Executive Officer

Dear Friends,

15 years ago, a handful of small eating disorders organizations with a vision of a world without eating disorders united to form the National Eating Disorders Association. Today, our future has never been brighter.

As we look forward, we will continue to drive change through corporate social responsibility, build stronger communities through walks, and mobilize our constituents in legislative advocacy. The partnerships we've developed with Crisis Text Line, Facebook, and Instagram have not only amplified our voice but they also put us in the vanguard of using technology to advance early detection and support those in need. We are also proud to be working with companies like our national walk sponsor, Aerie, to lead the body-positive movement and shape the future of advertising.

This year in particular was a time of exceptional growth for NEDA. We reached nearly 200 million people during National Eating Disorders Awareness Week, brought 20,000 together at NEDA Walks across the country, screened more than 50,000 at-risk individuals, and hit the \$1 million mark in research grants through the Feeding Hope Fund. Our expanded services now include 24/7 crisis text support and we're bringing the Body Project prevention program to educators nationwide. NEDA has always been a lifeline to those affected by eating disorders and now, our reach extends throughout the country and around the world.

Of course, none of this would be possible without our generous donors and our dedicated advisors, staff, and volunteers. The past 15 years have seen amazing changes in the field of eating disorders and we are deeply grateful for your support. I look forward to working with each of you as we set out on the next 15 years. Together, we will blaze new trails, save more lives, and build a world free from eating disorders.

With gratitude,

Claire Mysko



VOLUNTEER SPOTLIGHT Judy Avrin



Judy Avrin's 19-year-old daughter, Melissa Rose, lost her life to bulimia seven years ago. Melissa was a bright, creative young woman who hoped to someday become a filmmaker. Inspired by her daughter's journal writings and her poem "Someday ...," Judy created and produced the documentary *Someday Melissa: The Story of an Eating Disorder, Loss and Hope*.

In the hopes that no one else should ever experience the loss of a child to an eating disorder, Judy has worked tirelessly to shine the spotlight on eating disorders and send the message that these are life-threatening illnesses, not lifestyle choices. She is the winner of the 2015 Robbie Munn Volunteer of the Year Award and an inspiration to us all.

LEARN MORE AT <http://www.nationaleatingdisorders.org/national-eating-disorders-association-hosts-13th-annual-national-conference-shares-latest-research>

NEDA STAFF

As a team of 22 dedicated professionals, the NEDA staff made great strides this year. Thanks to their hard work and collaborative spirit, NEDA broke records and pioneered new programs.

But the best part of working at NEDA?

"The most fulfilling part of my role as the volunteer program supervisor at NEDA is the opportunity to learn and work alongside with our incredible volunteers and interns. Their dedication to NEDA's mission and commitment to volunteerism is reflected in the support they provide to individuals and families affected by eating disorders." -Gabe Gavito, Volunteer Program Supervisor

"I love working with young people to give them a space where their honest opinions can be heard. The contributors to the NEDA blog and Proud2Bme are fighting to make the world a better place and it's amazing to be a part of that." – Diana Denza, Communications Associate

"Being able to serve as a helping hand and compassionate ear is incredibly rewarding. I love hearing all of the success stories that come in from people who have found recovery after calling the NEDA Helpline." – Elizabet Altunkara, LMSW, Helpline Supervisor



SUPPORTERS

STORIES OF HOPE



Melissa M.
The Things We Say



Sam Dylan Finch
Androgynous Bodies Come In
Every Shape and Every Size



**Stephanie Covington
Armstrong**
Digesting the Truth

NEDA WALKS Building a Community Across the Country

This year, 19,000 people from across the United States celebrated recovery and built strong communities of support and healing. This was an increase of 3,000 participants over last year, and with the help of our amazing volunteer walk coordinators, we were able to bring NEDA Walks to 60 cities. We raised a record \$1.4 million, which will fund desperately needed programs and services.

LEARN MORE AT <http://www.nedawalk.org/>





HEALING, HOPE & HEROES

Hosted at the beautiful Gotham Hall in New York City, the evening featured actress and author Mariel Hemingway as keynote speaker and winner of the Lifetime Achievement Award. NEDA also awarded Aerie the Corporate Honoree Award and Redbook the NEDA Inspires Seal of Approval.[www](http://www.nationaleatingdisorders.org)

Special thanks to our Profile in Leadership honoree Neal Garelik, our event chairs, Allison Kreiger Walsh and Shelly Steinwurtzel, and our corporate chairs Ric Clark, Glenn Shannon, and Frank Bisignano for helping NEDA to raise over a million dollars for the first time at this year's annual event.

LEARN MORE AT <https://www.nationaleatingdisorders.org/mariel-hemingway-be-honored-mental-health-champion-national-eating-disorders-association-gala>

BRINGING AWARENESS TO A STORE NEAR YOU

In addition to being our National Walk Sponsor, Aerie put information about NEDA into their customers' hands with a cause-related marketing campaign during NEDA Awareness Week. Aerie distributed information about eating disorders in stores and donated proceeds from a limited edition shirt that read, Strong, Beautiful, Me. Shoppers in stores also had the opportunity to support NEDA via a \$5 donation upon check-out to receive a special Aerie supports bracelet.[http](http://www.nationaleatingdisorders.org/aerie-supports-national-eating-disorders-awareness-week-second-consecutive-customer-engagement-0)



LEARN MORE AT <http://www.nationaleatingdisorders.org/aerie-supports-national-eating-disorders-awareness-week-second-consecutive-customer-engagement-0>



DONOR SPOTLIGHT David Tendler

In memory and honor of his daughter, Karyn Tendler, David Tendler graciously started the Karyn Tendler NEDA Conference Fund — a fund that helps individuals cover the cost of attendance of the annual NEDA Conference. Since 2010, the fund has awarded close to \$30,000 in scholarships.

LEARN MORE AT <http://www.nationaleatingdisorders.org/blog/in-remembrance-karen-tendler-story>

WORK

OUR REACH

- HELPLINE**
NEARLY 20,000 CONTACTS
- NED AWARENESS WEEK**
191 MILLION REACH ON SOCIAL MEDIA
- NEW 24/7 CRISIS SUPPORT**
TEXT 'NEDA' TO 741741
- ONLINE SCREENING**
184,693 PEOPLE SCREENED THIS YEAR!

MAKING LEGISLATIVE HISTORY

Advocates across the country worked to lay the foundation for historic eating disorders legislation related to screenings, prevention, and awareness. Lobby days were held in states across the country, and over 2,000 advocates contacted their elected officials during our first ever virtual day of action during NEDA awareness Week!

LEARN MORE AT <http://www.nationaleatingdisorders.org/blog/day-of-action-2016>



THE DIVERSE FACES OF EATING DISORDERS

The Marginalized Voices campaign confronts the prevailing myths about who struggles with eating disorders, underscoring that everyone's experience is equally as valid and deserving of care and recovery. In this project, individuals talk about their journeys and how misconceptions about eating disorders impacted their recovery.

LEARN MORE AT <https://www.youtube.com/watch?v=OU768PVZgY>



NEDA CONFERENCE Looking to the Future

Individuals, families, and professionals gathered in sunny San Diego, CA to celebrate recovery and think about the future of the eating disorders community. The theme of the 2015 Conference was Sea Change: The next wave in eating disorders treatment, support & prevention. Presentations ranged from cutting-edge panels by leading advocates and researchers in the field to personal testimonials from families.

LEARN MORE AT <https://www.nationaleatingdisorders.org/national-eating-disorders-association-hosts-13th-annual-national-conference-shares-latest-research>

EVIDENCE-BASED INTERVENTION

Backed by two decades of research and evaluation data, the Body Project gives girls the tools and skills to confront unrealistic beauty ideals and engages them in the development of healthy body image. The results from our initial pilot program in New York proved, yet again, that the Body Project works. Participants showed a reduction in body dissatisfaction, negative mood, thin-ideal internalization, unhealthy dieting, and disordered eating. Throughout the year, we trained about 80 facilitators, including Aerie associates, NEDA volunteers, and NEDA Conference attendees.



READ ABOUT THE BODY PROJECT AT <http://www.nationaleatingdisorders.org/blog/the-body-project-increasing-body-acceptance>



ILLUMINATING HOPE

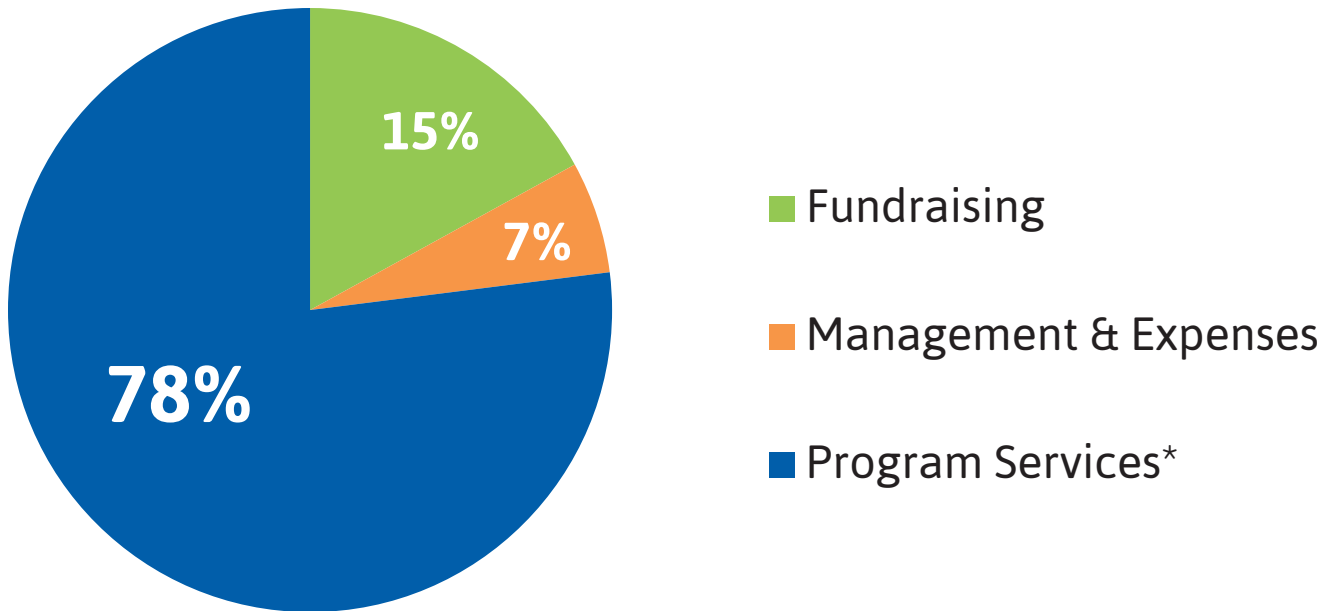
Punctuated by the beautiful Empire State Building, 45 landmarks across the country were illuminated in green and blue in observance of NEDAwareness Week this year. These buildings not only represent hope and a light at the end of the tunnel, but also an enlightening of the world about the truth about eating disorders.

LEARN MORE AT <https://www.nationaleatingdisorders.org/blog/beautiful-sight-nedawareness-landmark-lightings>

FINANCIALS

FISCAL YEAR 2016: MAY 1, 2015 - APRIL 30, 2016

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 https://www.nationaleatingdisorders.org/annualreport/2016/downloads/Audited_Financials_FY16.pdf

DOWNLOAD 990 FORM https://www.nationaleatingdisorders.org/annualreport/2016/downloads/irs_form_990_FY16.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:

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