A Year in Review

2012 serves as our first full year as a 501c3 nonprofit and it has been a year of growth in awareness, education, and global communication because of the work completed by the International Autoimmune Arthritis Movement. Our efforts to collaborate with scientists and reviewers ramped up in 2012 and will continue expanding through 2014 as we aim to be leaders in the patient-centered research, education, and awareness arena. Moreover, we have developed the Global Network, which especially through our establishment of World Autoimmune Arthritis Day, has jumpstarted collaborative efforts with other health organizations. We have been included in coalitions with the American Autoimmune Related Diseases Association (AARDA) and the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS), and participated in research grant review sessions with the American Institute of Biological Sciences, as well as enlisted to do the same with the Patient Centered Research Outcomes Institute (PCORI) in 2013.

The International Autoimmune Arthritis Movement is the only organization that solely supports individuals affected by the Autoimmune Arthritis diseases, who turn to us for educational information, awareness assistance and opportunities to be heard. While we are currently 100% run by those affected by the diseases, those in management roles are also former executives. In addition, we diligently train volunteers from around the world in an extensive three month program, developing them into advocates for the community and providing a platform that they may assist in the development and running of our programs.

We aim to be forward thinking, cutting edge, bold, and professional. From hosting the largest virtual convention for autoimmune arthritis patients in history to participating in a personal tour of the arthritic and autoimmune labs at NIAMS to winning “Best Ensemble Cast in Healthcare Advocacy, 2012”, we are well on our way to implementing solid change now and in years to come.

Thank you for your continued support!
2012 was our building year, which included building relationships, joining in on advocacy efforts, developing surveys to lead to future education and research, and establishing the first ever World Autoimmune Arthritis Day, hosted by IAAM.

A major emphasis in our awareness efforts involves encouraging patients and the public to differentiate arthritis types by describing them with an adjective (“Autoimmune Arthritis”, “Degenerative Arthritis”).

From posters and advertisements to live social media chats, IAAM has pushed the movement for differentiation into over a dozen countries and every state in the USA.

In addition, we have begun a campaign to teach advertisers and pharmaceutical companies the differences in order to create more user friendly commercials, broadcasts, and advertisements. These efforts include providing a Media Awareness Hotline for patients to report misinformation in the media; IAAM then creates Case Files and works to address the issue directly with the publisher until a resolve is made.

In November, IAAM created a survey that was distributed to hundreds of patients, asking them to respond to questions regarding their opinions about biologic commercials. 93.1% of patients felt it is important for commercials to show that Autoimmune Arthritis is different than Degenerative Arthritis, including use of younger actors, real patients, and children. 73% responded that they strongly dislike the use of sports to show disease management, as too many patients are permanently disabled and may never be able to kick, throw, or swing. To read the full report visit http://www.ifautoimmunearthritis.org/uploads/Survey_Results_Summary.pdf

IAAM was contacted by the European League Against Rheumatism (EULAR) to join the US Arthritis Foundation as dual western partners to plan for World Arthritis Day 2012. We were enlisted specifically to bring a larger autoimmune arthritis population to the event, as in prior years they felt it was osteoarthritis heavy.
We will continue to educate ourselves in the science of these diseases through coursework, collaborations, self-education, and review panel participation.

Developing our Wellness Awareness sector has been an amazing journey as IAAM participants worked with researchers and scientists to better understand the biology of these diseases. In addition, IAAM worked in conjunction with the American College of Rheumatology and other pharmaceutical agencies to advocate for patient needs and rights in the legislative process.

In September 2012, eight IAAM representatives were invited to the National Institutes of Health for a meeting and private tour of the arthritis and autoimmunity laboratories. The term 'autoimmune arthritis' originated by scientists and researchers in journals, seemingly as a way to differentiate arthritis types in research and studies. While our organization made it public and defined it in 2009, it was a highlight to hear these two scientists using the term to describe the slides in their presentations and during the tour. Since the visit IAAM has remained in contact with both staff and scientists at NIAMS and look forward to any additional collaboration in the future.

Several IAAM volunteers, and all the founders, visited Washington D.C. in 2012 in order to become the patient voice at Capitol Hill, as well as to learn procedures so that IAAM can become a legislative advocacy leader by 2014.
Our Programs

Our philosophy is that together we can make a bigger impact. IAAM does not compete with other nonprofits, we aim to unite with them.

Global Network

In 2012, IAAM established World Autoimmune Arthritis Day, created in the form of a Virtual Convention that unites patients, supporters, advocates, and organizations for a 47 hour exchange of resources and education.

In it’s first year, “WAAD”, which was hosted by IAAM, was listed on over a dozen healthcare calendars, had 18 nonprofit supporters, and was attended by over 4,000 globally in over a dozen countries (85% patient presence, 10% supporter, 5% medical professional or other). The event included several downloadable presentations, 3 live presentations, live chat sessions, and live awareness “Call to Action” posts. With its’ amazing success, WAAD13 aims to reach over 10,000 globally and to double in organization involvement.

WAAD was designed so any person from anywhere in the world could participate as long as they had internet service. This enables patients at every level of physicality to visit the event.

In 2012 IAAM established our “Blog Leader” program, where bloggers are listed on our Global Network page in exchange for their participation in scheduled Blog Carnivals and sharing IAAM’s events on their blog or social media pages. In 2013 and 2014 we aim to build this program, including featuring our Blog Leaders in some capacity on our social media outlets.
And the Winner is...

The International Autoimmune Arthritis Movement, Best Ensemble Cast in Healthcare Advocacy, 2012

IAAM Founder and CEO, Tiffany Westrich, is not only a patient and former business executive, she is also an award-winning college instructor (voted “Favorite Teacher” by the class of 2008). Using her skills in education, she developed an extensive 3 month training course in which all “Official Volunteers” must complete prior to working on the programming or running of IAAM initiatives. *

Since IAAM is set up to function as a networked nonprofit, or predominately on a virtual platform that is ‘open’ 24-7, 7 days a week, volunteers from anywhere in the world, at any time they are able, can successful contribute their time and talents to our programs.

We are a TEAM. From the CEO to the newest volunteer, we work together to make a difference.

To view the winning moment, visit

http://www.youtube.com/watch?v=uvVkoRmRyqA&list=PLRuNIEP5qCv110IoltFECtLi5bK5mkzlu&index=2

*Learn more about our Volunteer roles at our website, “Volunteer”.*
IAAM has worked hard to create a solid foundation, run by former business executives that are also patients. Currently there are no salaried employees but we aim to employ staff by 2014.


Revenue
- Grant Contributions: $13,100
- Merchandise Income: $1,820
- General Donations: $635
- Special Events: $1,345

Total Revenue: $16,870

Expenses
- Programs: $12,300
- Start Up/Office: $2,100
- Travel: $1,200
- Education for Staff: $525

Total Expenses: $16,125
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MISSION: IAAM is committed to eliminating the adversity caused by autoimmune arthritis by creating global awareness, developing wellness education, and uniting resources that will improve the quality of life for those affected by these diseases.