

# 2014

## ANNUAL REPORT



FOUNDATION  
of the National Lipid Association

[www.lipidfoundation.org](http://www.lipidfoundation.org)

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### OUR MISSION

*The Foundation supports  
patient and clinician  
educational, research, and  
community outreach activities  
that enhance and support the  
initiatives of the National  
Lipid Association in its efforts  
to reduce cardiovascular  
events and deaths related to  
abnormalities of cholesterol  
metabolism.*

## PRESIDENT'S MESSAGE

The Foundation of the National Lipid Association achieves its mission through raising funds to support the initiatives of the National Lipid Association. The Foundation continually seeks funding to support programs that raise awareness about dyslipidemia for healthcare providers and patients through research, education, and community outreach grants. Foundation donors in 2014 can say that they have helped us work toward this goal as shown by the impact that several of our initiatives had last year on a national level. I am pleased to give you an update on several successful initiatives by the Foundation of the National Lipid Association in the past calendar year.

### Triglycerides Public Awareness Campaign

In keeping with the Foundation's mission to educate clinicians (as well as the lay public), the Foundation of the National Lipid Association supported and sponsored a public awareness campaign about high triglycerides that launched Sept. 1, 2014, to coincide with National Cholesterol Education Month. The Foundation continues to lay important groundwork for the future regarding dyslipidemia and ultimately helping to decrease early deaths related to cardiovascular disease. The cornerstone of this initiative was a large-scale PR campaign developed to raise awareness about the role triglycerides play in consumers' health and as a key part of their entire lipid profile. You can view related materials and information at [learnyourlipids.com](http://learnyourlipids.com).

### Hunninghake Abstract Award

In honor of Donald Hunninghake, MD, a pioneer in lipid research, the Foundation of the NLA received funding in 2014 to begin offering The Foundation of the National Lipid Association Hunninghake Familial Hypercholesterolemia Abstract Award for the best submitted abstract at the NLA Annual Scientific Sessions, specifically in the area of familial hypercholesterolemia (FH) research. The Foundation has had a significant focus geared toward patient awareness and education concerning FH, and this award has been created in order to continue that focus and to further encourage clinicians in their research and study of such disorders. Each year the winner will be determined by the Foundation of the NLA Board of Directors once the abstract committee has approved the abstracts in this category. The award will be presented to the winner at the Honors and Awards Ceremony at the NLA Scientific Sessions.

### FNLA Meeting Events

The Foundation hosted three successful events to coincide with the NLA's Annual and Clinical Lipid Update meetings: A luau in Maui; a night of dinner, dancing, and games in Orlando; and a wine tasting and social gathering in Indianapolis. These Foundation events continue to be successful at each of the NLA's meetings and are a great opportunity for people to have fun and enjoy time with peers while supporting a great cause.

### New York Yankees FanFest

As part of the community outreach component of the Triglyceride Awareness Campaign, the Foundation was able to purchase a Cholestech LDX Machine and related materials (banner, case, etc.) in order to participate in patient community events and offer cholesterol



2014 Annual Sessions  
Foundation Event

2014 Annual  
Sessions  
Foundation  
Event



screenings with the help of FNLA and NLA volunteers. The first successful event utilizing the machine took place at the Yankees FanFest held in New York City in September 2014, with the help of several NELA Board Members. The volunteers were busy providing screenings for the entire duration of the event and were able to help more than 60 individuals by providing each of them with their cholesterol numbers and guidance on how to better manage their numbers. With the acquisition of the machine, the Foundation can now help educate more patients at screening events in the future.

### NLA Young Investigator Award

The Foundation is happy to report that it has received a commitment from LipoScience Inc. (recently acquired by LabCorp) to continue the sponsorship of the NLA Young Investigator Award for an additional three years. This will allow the Foundation, along with the NLA, to continue to recognize cardiology, endocrine, and lipidology fellows and other trainees presenting abstracts at the NLA Scientific Sessions with an award for their outstanding work and commitment to the field.

As always, thank you for your support of the Foundation, and I look forward to building on this success in the coming year!

A handwritten signature in black ink that reads "Anne Carol Goldberg". The signature is written in a cursive, flowing style.

Anne C. Goldberg, MD, FNLA  
President  
Foundation of the National Lipid Association

## OUTREACH

### What is Your Number? Campaign

In conjunction with Cholesterol Awareness Month in September 2014, the Foundation launched an awareness campaign titled "What is Your Number?" to encourage patient education and drive discussion around lipid management and the resulting consequences of high cholesterol and triglycerides. Through the month of September patients were encouraged to ask questions to better interpret and manage their triglyceride level during visits with healthcare providers. The Foundation partnered with a local Jacksonville, Fla., public relations firm, St. John & Partners, to carry out the following activities:

- Media outreach conducted by St. John & Partners to include blogs, print, television, and broadcast interviews of Foundation and NLA leadership;
- ReachMD radio shows including topics such as "The Role of non-HDL Cholesterol in Risk Assessment and Treatment" and "Triglycerides and Pregnancy";
- Development of patient tools including a patient tear sheet and a pop-up easel display with a tear pad containing a tool for managing triglyceride levels and how to engage in conversation with healthcare providers;
- Participation at the Yankees FanFest that took place Sept. 20, 2014, in New York City, attracting more than 8,000 people from the local area. A cholesterol screening took place at the booth with the Foundation's newly-acquired Cholestech LDX Machine and related materials and
- Posting of a patient resource page on the Foundation's patient site, [learnyourlipids.com](http://learnyourlipids.com), offering information on triglycerides, exercise, weight loss, etc.

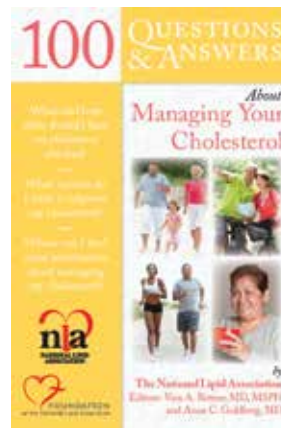


Yankees FanFest



### 100 Questions & Answers About Managing Your Cholesterol

The Foundation continues to offer this valuable patient resource, produced in partnership with the NLA. The book features frequently asked questions with answers that are provided in lay language. To order a copy for your office, visit [amazon.com](http://amazon.com). The book is also available on Kindle and Nook e-readers!



### LearnYourLipids.com

As a patient resource, the Foundation maintains [learnyourlipids.com](http://learnyourlipids.com). During the 2014 Triglyceride Awareness Campaign launched in September during Cholesterol Education Month, the site was updated with new materials focusing on hypertriglyceridemia and continues to be updated with additional information on a monthly basis.



## FUNDRAISING

The Foundation recognizes two contribution levels: Sustaining and Contributing. Sustaining donors make a gift of \$1,000 or more throughout the course of the year. All other private donations are considered Contributing donors. Every donation is greatly appreciated and helps make the Foundation projects and outreach possible.

### **Thank you to our Sustaining Donors in 2014:**

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### **Scan for Lipids**

2014 was the fourth year the Foundation benefited from the NLA's "Scan for Lipids" program at its scientific meetings. Participating exhibitors agreed to donate \$1 for every attendee name badge scanned.

### **Thank you to our "Scan for Lipids" Donors in 2014:**

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