

Vascular Disease Foundation Annual Report

2003



Building Public Awareness . . . Touching Thousands of Lives

Our Mission:

The mission of the Vascular Disease Foundation is to reduce the widespread prevalence and effects of peripheral arterial disease and other vascular diseases by increasing public awareness of the benefits of prevention, prompt diagnosis, comprehensive management and rehabilitation.



A Year of Growing Momentum . . .

Dear Friends,

Five Years! It's hard to believe we completed our fifth year in 2003. These years have raced by. 2003 was a year of growing momentum as a truly national organization that can make a difference. We have been contacted for information for national and local stories, to help locate people for stories and for data. We have been quoted throughout the world and our web site is visited 20,000 times each month. Our outreach last year was in the millions.

We have seen other national organizations start to pay attention to peripheral arterial disease, something new since the Vascular Disease Foundation began to raise our voice about this disease and other vascular diseases that are too often overlooked and ignored. There is great optimism for a growing tide of information on these diseases which will help increase awareness about them. You, as our friends and contributors, should feel great pride in knowing that your support has made all the difference in helping to bring vascular disease to the forefront.

But still we have barely scratched the surface. As we look ahead we know our task is huge, but we know that the incredible results we have accomplished in 5 years can be magnified in the next 5 years. It is your help, your contributions, your commitment and your gratitude that enables us to accomplish these great successes. On behalf of the entire Board of Directors and the Vascular Disease Foundation staff, thank you for your support and partnership.

Sincerely,

Sheryl Benjamin, Executive Director

Dennis Newman, Chairman of the Board

Outreach and Education:

Web Site: www.vdf.org

With direction from renowned vascular specialists, VDF's website continues to deepen its already extensive coverage of vascular information by adding sections on Abdominal Aortic Aneurysm (AAA) and beginning a new section on venous disease, focusing on deep vein thrombosis (DVT). We continue to document approximately 20,000 hits per month and more than 250 other web sites link to the Foundation or reference it as an expert resource.

The site utilizes an easy-to-surf format, reader-friendly information, pictures of "real life" patients, shared personal stories, and video clips to reach the public and inform them about vascular diseases. Features such as "In Memory Of . . .," a discount drug program, the Excellence in Care Award and Online Giving augment the site's usefulness.

Printed Educational Materials

The Vascular Disease Foundation's PAD brochure continues to be widely distributed throughout the country, with hospitals, doctor's offices and other medical facilities, health fairs and individuals requesting the pamphlet. This year, we began translating the PAD brochure into Spanish and also began the process of creating an in-depth patient resource on Venous Thromboembolism (VTE). Our other printed materials are distributed at health fairs and at health programs.

"Keeping in Circulation" Newsletter

Keeping in Circulation, our quarterly, noncommercial newsletter, once again doubled its circulation and increased from 12 to 16 pages. We also increased the size of print in response to reader requests. Approximately two-thirds of subscribers are patients and general public, with the remaining copies going to vascular health professionals who find the publication a useful tool with their patients.

Media Outreach

The Foundation receives requests for data, information and patient stories from newspapers and magazines worldwide. We are often quoted and referenced as a reputable source of information. Media outreach helps reach our goal of increasing public awareness about vascular diseases.

Contributors

Thank you to our 2003 Contributors and Sponsors. We couldn't do it without you!

We sincerely apologize if we have inadvertently missed a contributor's name, or misspelled it. Please let us know so we can correct our records.

The Vascular Disease Foundation is tax-exempt under section 501(c)(3) of the Internal Revenue Code. It is eligible to receive donations as deductible, charitable donations for federal income tax purposes.

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Society of Interventional Radiology
Society for Vascular Medicine and Biology
Society for Vascular Surgery
Society of Vascular Ultrasound

Expanding Our Reach:

National Awareness Campaigns

The Vascular Disease Foundation leads the way to inform the public about peripheral arterial disease with awareness events and campaigns. In cooperation with Fairview Health Services, we piloted a multi-state public awareness campaign along with WCCO-TV, the Minnesota CBS affiliate. People in Minnesota, parts of Wisconsin, North Dakota and South Dakota were reached with information about PAD. In Colorado, we once again held our "Keeping in Circulation" event in August, coupled with a fitness walk at Denver Botanic Gardens. Participants enjoyed informative presentations by local vascular experts and were screened for PAD. We added our endorsement to new recommendations for treating PAD in individuals with diabetes in a Consensus Statement published by the American Diabetes Association (ADA) in the December 2003 issue of *Diabetes Care*. The Consensus Statement identified several differences in how PAD affects the arteries of people with diabetes compared to those with PAD alone and was developed by a panel which included VDF Director, Dr. Judith Regensteiner.

National Collaboration to Increase Awareness

We continued our work with the National Heart, Lung & Blood Institute (NHLBI) of the National Institutes of Health to spearhead a national public awareness campaign on peripheral arterial disease. In January 2003, NHLBI and the Vascular Disease Foundation sponsored a workshop in Bethesda, Maryland, with over fifty people from seventeen professional societies and public health organizations to discuss developing plans for a campaign. A summary was published by NHLBI and posted on the NHLBI web site and the VDF web site. To build support and rationale for a major public awareness campaign, the Foundation's Board of Directors began working on a Call to Action statement to be published in 2004 in vascular medical journals.

Conferences and Meetings

Throughout the year, the Vascular Disease Foundation participated and exhibited at several key meetings through its representatives, volunteers and staff. We spoke with individuals at public health fairs and seminars affected by vascular disease. At medical meetings of our vascular professional society partners, we met with those who treat vascular disease. Our goal is to share information, encourage collaboration and involvement with the Foundation and spread the word that VDF is the best source of unbiased, science-based information about vascular diseases.

2003 Board of Directors:

The Board of Directors volunteered their time to help the Foundation in its direction and programs during 2003.

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2003 Statement of Activities

Revenues

Contributions, grants & bequests	\$248,955
Other revenues	\$ 47,895
Interest income	\$ 737
Total Revenues	\$297,587

Expenditures

Program services	\$202,938
Administrative	\$ 28,693
Fundraising	\$ 25,886
Total Expenditures	\$257,517

*unaudited statement

