2023 IMPACT REPORT

Platelet
Disorder
Support
Association
25 YEARS
Empowering ITP Patients

FROM THE PRESIDENT AND CEO

A quarter of a century. That's how long PDSA has been serving the ITP community. In 1998, ITP patient Joan Young created an online forum, itppeople.com, in the basement of her New Jersey home as a space for fellow patients to share with one another and gain important insight and knowledge on living with the rare bleeding disorder immune thrombocytopenia. Growing interest demonstrated a clear demand for such a resource for this patient population. And in no time, this grassroots discussion group would blossom into the Platelet Disorder Support Association (PDSA).

Today, 25 years later, PDSA is recognized as the premier advocacy organization for those living with ITP and other platelet disorders. Staying true to our mission, PDSA continues to lead the way and is a powerful force in empowering the global ITP community—serving tens of thousands of patients and caregivers—and collaborating with a growing number of clinicians and researchers each year through focused efforts in education, advocacy, research, and support.

Our **2023 Impact Report** highlights our major accomplishments throughout our silver anniversary year. Without you—patients, caregivers, volunteers, health care providers, and industry partners—none of this would be possible. On behalf of the PDSA Board of Directors, Medical Advisors, and staff, thank you for your support and engagement. We look forward to continuing our transformational work together and seeing the impact we can make in the next 25 years!

Sincerely,

Caroline Kruse

Caroline Kruse
President and CEO

PDSA President and CEO Caroline Kruse, Board Chair Peter Pruitt, and Founder Joan Young celebrating PDSA's 25th anniversary!

Our Mission

The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenia (ITP) and other platelet disorders through education, advocacy, research and support.

Our Vision

To be recognized as the premier resource for patients, their families, health care providers and government agencies who want to know about the symptoms and treatment of ITP and other platelet disorders.

PSDA BY THE NUMBERS

25+ Years

of serving and giving voice to the ITP patient community

Platelet Disorder Support Association

Empowering ITP Patients

3 Websites

PDSA.org
ITPwalk.org
GlobalITP.org

225+ pages of content for ITP patients

41,500+ total visitors to our websites each month

1,524

Members and Donors whose charitable giving helped PDSA fulfill its mission and serve the greater ITP community

66

$1,000+ Circle of Hope Donors provided leadership support to advance PDSA's efforts

The CIRCLE of HOPE
A brighter future for ITP

3

ITP Research Grants totaling $50,000 awarded to fund original patient-centered ITP studies, increasing our research funding impact to a total of **20** grants and **$360,000**

Sustained by ITP patients, **PDSA's support group program** expanded to **62 groups** in **32 states, 2 Canadian provinces** and **2 countries**

2,450

patients enrolled in PDSA's **ITP Natural History Study Registry** and launched the **Bleeding and Hospitalization Survey**

14

Medical Advisors, internationally renowned clinicians and researchers, all specialists in ITP

179

ITP POKE-R CLUB
for kids with ITP

Children with ITP participated in the POKE-R Club, designed to ease the fear of injections or "needle phobia" resulting from frequent blood draws and treatments

68

Patient Support Group Meetings were held with **1,200+** patient and caregiver participants

ITP Patient Conference 2023 – PDSA's 25th Anniversary

was held in Chicago, IL, gathering **287 participants** from **30 US states** and **15 countries**

PDSA spearheads the **International ITP Alliance** with **33 ITP patient associations representing 31 member countries**

ITP

25

Pump It Up for Platelets! Walk and Fundraising events were held, attracting **1,000+ participants** and raising over **$103,000** for PDSA patient programs and research

Platelet Disorder Support Association
Pump It Up For Platelets!

11

informational booklets on ITP for adults, teens, children, and women with 34 translated booklets in **13 languages**

15

Advocacy Partners in the United States and Canada with whom we collaborate to achieve our common mission of improving the lives of the people we serve

PDSA's Patient Helpline received **500+ calls** from patients seeking helpful resources and information

itp HelpLine℠

417,000+ post impressions across PDSA's Facebook Page, Instagram, X, and LinkedIn

RESEARCH @ PDSA
The key to unlocking a cure

The Barbara and Peter T. Pruitt Jr. ITP Research Awards

Each year, the PDSA Research Program awards up to three $20,000 research grants to investigators conducting innovative ITP patient-centered studies. These awards are given in honor of longstanding PDSA champions Barbara and Peter Pruitt. Funding of the Research Program is provided through gifts made to the 20/20 ITP Research Campaign.

2023 Research Awards

Project Title:
Immune Profiling Patients with Primary ITP Using the NanoString nCounter Platform
Investigator: Sandhya Panch
Institution: Fred Hutchinson Cancer Center

Project Title:
Adolescents and Young Adults with ITP – AYAS 4/5
Investigator: Alexandra Schifferli
Institution: Universitäts-Kinderspital beider Basel

James B. Bussel, MD, ITP Young Investigator Award

The James B. Bussel, MD, ITP Young Investigator Award was established in 2017 to honor PDSA Medical Advisor Dr. Bussel for all he has done and continues to do to make a difference in the lives of ITP patients and their families, and to recognize his countless contributions to mentoring and advancing the scientific careers of promising clinical investigators. This competitive award is funded and distributed annually by the PDSA research team to support excellence in academic ITP research. Chosen young investigators receive a $10,000 scholarship to complete their study.

2023 ITP Young Investigator Award

Project Title:
External Validation of a Clinical Prediction Model for the Diagnosis of Immune Thrombocytopenia
Investigator: Oluwamayokum Oshinowa
Institution: Medical College of Georgia & Georgia Institute of Technology

Emerging Research on ITP from the 2023 American Society of Hematology (ASH) Annual Meeting

(L to R) PDSA President and CEO Caroline Kruse, Research Program Manager Jennifer DiRaimo, and Director of Outreach and Community Engagement Melissa Hilsabeck.

The 65th American Society of Hematology (ASH) Annual Meeting and Exposition was held in beautiful San Diego, California. Held December 9-12, 2023, the meeting attracted more than 30,000 clinicians, researchers, pharmaceutical company personnel and nonprofit organizations worldwide to share ground-breaking research in the field of hematology.

In conjunction with the ASH meeting, PDSA hosted the annual Friday morning Immune Thrombocytopenia (ITP) Breakfast, coordinated by PDSA and four of PDSA's medical advisors, including James Bussel, MD, Nichola Cooper, MD, Michele Lambert, MD and John Semple, PhD. This year's ITP Breakfast meeting, attended by more 200 clinicians, researchers and industry representatives, featured hematology experts who presented on two main themes: redefining refractory ITP (rITP) and understanding the role of platelet glycosylation on platelet function and immune response.

McMillan Award

At the ASH ITP Breakfast, PDSA Medical Advisor Terry Gernsheimer, MD was the recipient of the 2023 McMillan Award. This award was established in 2021 in honor of one of PDSA's first medical advisors, Robert McMillan, MD, and is given by the PDSA Medical Advisory Board to an individual in the ITP community who shares Dr. McMillan's generosity of mind and heart as well as passion for improving the lives of patients with ITP through basic or clinical research or service.

Dr. Terry Gernsheimer with her McMillan Award and her husband, Les Fox, MD, by her side.

LEADING THE WAY IN PATIENT-CENTERED ITP RESEARCH

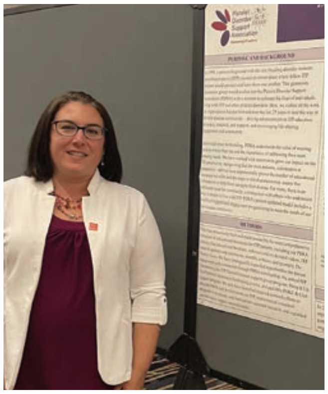
Throughout 2023, PDSA Staff and Medical Advisors continued to lead the way for the ITP community by working collaboratively to conduct and co-author the following patient-centered research studies, abstracts, posters, and presentations:

"Impact of ITP-Directed Treatment on Fatigue Among Children and Adolescents with Chronic ITP: Data from The ITP Natural History Study Registry" and "Misdiagnosis of Primary Immune Thrombocytopenia (ITP) In the Community Setting and Its Association with Inherited Platelet Disorders: Reporting New Variants of Inherited Platelet Disorders" – presented at the European Hematology Association (EHA) 2023 Congress in Frankfurt, Germany

"The Lack of Tolerable Treatments Options That Can Induce Durable Responses without Fear of Relapse after Discontinuation: Results from the ITP World Impact Survey (I-WISh) 2.0" – Two original abstracts and posters coauthored by James B. Bussel, MD, Caroline Kruse, Alexandra Kruse, MD, and Jennifer DiRaimo were presented at the 2023 American Society of Hematology (ASH) Annual Meeting and Exposition in San Diego, California.

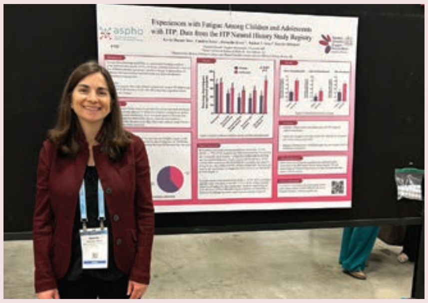
Standing in front of their I-WISh poster abstract at ASH are (L to R) contributing authors Danielle Boyle, ITP Australia Founder and President; Jennifer DiRaimo; Caroline Kruse; and Mervyn Morgan, CEO, ITP Support Association UK.

At the NORD Breakthrough Summit, Caroline Kruse co-facilitated a roundtable discussion with Renetta Mosley, Patient Advocacy and Industry Relations at Acadia, entitled "Partnering for Progress," enabling patient advocacy groups to network and learn best practices on building industry partnerships.



"25 Years of Supporting and Engaging ITP Patients Through Education, Advocacy, Research, and Support" – a poster abstract coauthored by Caroline Kruse and Jennifer DiRaimo, Marketing Associate Emily Innes, and Director of Programs and Events Jody Shy was presented at the 2023 National Organization for Rare Disorders' (NORD) Rare Diseases and Orphan Products Breakthrough Summit in Washington, DC.

PDSA Research Coordinator Kevin Won, Caroline Kruse, and Medical Advisor Donald Arnold, MD, at the PDSA booth at the International Society on Thrombosis and Haemostasis (ISTH) Congress in Montreal, Canada. ISTH is a global community of dedicated scientists and physicians specializing in bleeding and clotting disorders.



PDSA Medical Advisor Rachael Grace, MD, MMSc, presented "Experiences with Fatigue Among Children and Adolescents with ITP: Data From the ITP Natural History Study Registry," coauthored with PDSA research staff at the American Society of Pediatric Hematology/Oncology (ASPHO) 2023 Conference in Fort Worth, TX.

> ***"Dr. Kuter was wonderful to my dad, who passed away in 2018. We still speak fondly of Dr. Kuter; he was a blessing to our family."***
> – Lorraine E.

> ***"This organization helped me more than you know both times I had ITP, 10 years apart. Thankfully they were both acute cases. Thank you for all you do."***
> – Melanie M.

PDSA ADVOCACY IN ACTION

PDSA continued to ramp up its advocacy efforts in 2023 with multiple trips to Washington, DC for Hill Days and other important advocacy events. In February and October PDSA staff, Medical Advisors, and patient advocates traveled to the nation's capital to meet with key Senate and House offices and discuss timely issues. In addition to educating congressional offices about the condition and their local communities, PDSA provided detailed information to justify funding increases for ITP-specific medical research, public health, and patient care activities. Unlike some other bleeding disorders, PDSA has never received any federal funding.

PDSA Project Manager Laura Hemlock-Schaeffer, PDSA members Benita and Joseph Proctor, Maria de Jesus, Dr. James Bussel, and Mat Heyman gather on Capitol Hill before a day full of advocacy meetings.

Caroline Kruse, Board Member Bruce Prescott, Medical Advisor Dr. Michele Lambert, PDSA Member Cindy Ayliff, and PDSA's Legislative Consultant Jim Romano meet with Congressman Dwight Evans of Pennsylvania (center) to spread awareness of how ITP impacts patients and families.

PDSA was proud to sponsor a special reception celebrating the 75th anniversary of the **National Heart, Lung, and Blood Institute (NHLBI)** held in the Kennedy Room on Capitol Hill. Here, we heard from top political leaders and medical experts as they reflected on the many accomplishments of NHLBI over the years.

PDSA Research Advisor Alexandra Kruse, MD, and Caroline Kruse waiting outside the office of Senator Sherrod Brown from Ohio, home to PDSA headquarters. In February 2023, Caroline and Alex spent two days on Capitol Hill meeting with nine members of the Senate and House to educate them on ITP and PDSA.

Laura Hemlock-Schaeffer, Caroline Kruse, former PDSA Board Chair Mat Heyman, and PDSA Medical Advisor Dr. James Bussel meet with Dr. Julie Panepinto, Director of the Division of Blood Diseases and Resources at NHLBI.

ITP INTERNATIONAL ALLIANCE HOLDS 9TH ANNUAL MEETING

PDSA was honored to, once again, host members of the International ITP Alliance for the group's annual meeting. Fourteen global ambassadors representing 12 countries: Argentina, Australia, Brazil, Canada, Finland, Israel, Italy, the Netherlands, New Zealand, Sweden, UK, US, joined together in Chicago and shared updates on their associations' activities and programs to educate and support ITP patients and caregivers. Alliance ambassadors were also joined by some of our industry partners who shared updates on ITP treatments and clinical trials.

Members of the International ITP Alliance during their 9th annual meeting.

CENTER FOR INHERITED BLOOD DISORDERS (CIBD)

PDSA Director of Outreach and Community Engagement Melissa Hilsabeck contacted CIBD for the chance to spread the word about PDSA and its extensive collection of educational resources for patients and also highlighted the resources we have available for health care providers, including tailored hematology packets.

Melissa Hilsabeck (L) with CIBD staff.

NORD LIVING RARE, LIVING STRONGER PATIENT AND FAMILY FORUM

Laura Hemlock-Schaeffer poses with the NORD zebra.

PDSA Project Manager Laura Hemlock-Schaeffer attended the National Organization for Rare Disorders (NORD)'s Living Rare, Living Stronger Patient and Family Forum in Washington, DC. Speakers and panelists covered a myriad of pressing topics, including resiliency, rare diseases in adulthood, intersectionality of identities, family planning, and a glimpse into the future of rare disease research and cures.

PDSA PARTICIPATED IN THE FOLLOWING MEETINGS:

- American Society of Hematology (ASH) 65th Annual Meeting and Exposition
- American Society of Pediatric Hematology/Oncology (ASPHO) 35th Annual Conference
- 28th Congress of the European Hematology Association (EHA)
- Immunoglobulin National Society (IgNS) National Conference
- 2023 International ITP Alliance Meeting
- Living Rare, Living Stronger NORD Patient and Family Forum
- National Organization for Rare Disorders (NORD) 2023 Rare Diseases and Orphan Products Breakthrough Summit
- Network of Rare Blood Disorders Organization (NRBDO)
- Thrombosis and Hemostasis Societies of North America (THSNA) Summit
- 31st Congress of the International Society on Thrombosis and Haemostasis (ISTH)

ADVOCACY PARTNERSHIPS

Collaborations are critical to achieving our common mission of improving the lives of the people we serve.

The Autoimmune Association
A-Plus – American Plasma Users Coalition
ASH – American Society of Hematology
Blood Health Network
CBS– Canadian Blood Services
CORD – Canadian Organization for Rare Disorders
CPAG – Coalition of Patient Advocacy Groups
EHA – European Hematology Association
FDA Alliance
Genetic Alliance
IAPO – International Alliance of Patients' Organizations
ICON – Pediatric ITP Consortium of North America
Immunocompromised Collaborative
International ITP Alliance
NORD – National Organization for Rare Disorders
NRBDO – Network of Rare Blood Disorder Organizations
PPTA – Plasma Protein Therapeutics Association
THSNA – Thrombosis & Hemostasis Society of North America

Attendees gathered in the large ballroom for a tailored agenda of general sessions including How Do I Know I Have ITP and What Does That Mean?, Treatment Strategies and Emerging Therapies for ITP and The Impact of ITP on Quality of Life.

PDSA Hosts 23rd Annual ITP Conference

ITP Conference 2023 was a BIG success, attracting the second-largest audience in 23 years!

Nearly 300 attendees, from 15 countries and 30 states, traveled to Chicago, Illinois, for the unmatched opportunity to gather in person as a community, to reconnect with and learn from one another, and to reap the benefits of this shared experience. A robust agenda offered both large and small group sessions, featuring PDSA's Medical Advisors, special keynote presentations on the psycho-emotional impact of ITP, and, as always, several fun, social gatherings.

In honor of National ITP Awareness Month (September), PDSA was pleased to offer its members exclusive access to select recorded content from ITP Conference 2023. Conference coverage was released on Friday, September 29th, 2023 (National Sport Purple for Platelets Day!).

Small Inquire & Inspire breakout sessions led by PDSA Medical Advisors offered time and space for more intimate conversations and Q&A.

Kids Kamp is a popular and fun destination for our younger patient attendees – many of whom had never met another child with ITP.

The photo booth gives attendees an additional opportunity to have some fun throughout the conference!

Attendees had the special opportunity to start the day on the right foot by participating in the Friday morning Hike & Seek, where they enjoyed the morning together outdoors exploring the river walk near the Swissôtel.

With nearly half of the 300 conference registrants being first-time attendees, PDSA's conference ambassador program was put in place to help welcome new patients and caregivers to the conference as well as to the larger ITP community.

PDSA volunteer and ITP patient Sharon proves she's ready for ITP Awareness Month with her new "I Sport Purple for Platelets" t-shirt!

Between conference sessions, the Exhibit Hall of industry partners was a helpful space for attendees to learn more about available ITP treatments.

A physician panel of PDSA Medical Advisors and world-renowned clinicians on ITP (L to R) James Bussel, MD; John Semple, PhD; David Kuter, MD, DPhil; Michael Tarantino, MD; and Terry Gernsheimer, MD, gathered on stage to answer patient questions and share their expertise on ITP during the popular ITP in Adults Q&A session.

Our ITP conference community enjoyed some fun social time Saturday night on a private architectural riverboat cruise through the City of Chicago, topped off by beautiful fireworks. A rain shower at the beginning of the cruise didn't dampen the spirits of our group!

Attendees shopped our pop-up Platelet Store for a wide selection of PDSA clothing, ITP awareness items, educational materials, and exclusive jewelry, including exclusive medical ID bracelets.

The patient panel discussion on Living with ITP gives attendees the chance to hear directly from ITP patients on the ups and downs of their ITP journeys.

> ***"Thank you for creating a space for patients to connect and discuss their stories."***

Caroline Kruse, Board of Directors Chair Peter Pruitt, and Medical Advisory Board Chair Michael Tarantino, MD, had the chance to personally welcome and thank a group of PDSA members and leadership donors during a special breakfast gathering.

Often referred to as a life-altering experience, ITP Conference brings patients and caregivers together in invaluable ways, offering much-needed opportunities to share, connect, develop friendships, and build community.

3rd Annual Canadian Regional Meeting

On Sunday, September 24, PDSA held its 3rd Canadian Regional Meeting at the Ivey Leadership Academy in London, Ontario,

Isac Nazy, PhD, McMaster University, kicked off the meeting with a terrific overview on "How Does ITP Happen? Old and New Mechanisms," followed by a presentation by Cyrus Hsia, MD, London Health Sciences Centre, on "ITP Cases and Management in the Canadian Context." Both speakers took many patient questions from the audience of patients and caregivers. PDSA's Research Program Manager Jennifer DiRaimo then gave an update on PDSA Canadian advocacy efforts and how patients can use their voice and experience to make a difference when it comes to the approval process for ITP therapies in Canada.

Keynote speaker Kris Bannerman, MSW RSW, a therapy and yoga consultant from London, Ontario, presented on "Healing Properties of the Mind-Body Connection." The day ended with powerful stories from 28-year-old ITP warrior Karlee Boersma and 15-year-old ITP Warrior Joshua Kelly.

Presenters Cyrus Hsia, MD, London Health Sciences Centre (L) and Isac Nazy, PhD, McMaster University (R)

Canadian PDSA Board member and ITP patient Dale Paynter joined the PDSA team for this special day of learning and sharing for the Canadian ITP community.

ITP Patient Connect Support Groups – A Welcoming and Encouraging Space

PDSA's very first support group meeting in 2003 established an enduring and valuable program that continues to expand its reach and touch the lives of ITP patients and caregivers. Today, PDSA's ITP Patient Connect program is an active collection of patient-led support groups who meet to offer encouragement, share personal experiences, and learn from one another.

By 2023, ITP Patient Connect had blossomed to **62 ITP support groups**, in **32** US states, **2** Canadian provinces, and **2** countries, who held a combined total of **68** in-person, virtual, or hybrid meetings with **1,200+** patients and caregivers participating.

Support Group Facilitator Breakfast and Workshop

The Facilitator Breakfast and Workshop is an annual highlight at the ITP Conference. At the 23rd Annual ITP Conference, 30 current and prospective PDSA Support Group Facilitators gathered to connect, share best practices, and learn about ways to make their meetings as meaningful as possible.

Next, facilitators had a chance to connect in small groups to swap ideas on how to strengthen their meetings. Prior to wrapping up, the group had the special opportunity to hear from PDSA's Advocacy Consultant Jim Romano, Founder of Care & Cure Partners, who shared the many ways both support group facilitators and participants alike can get involved with federal advocacy efforts on behalf of the ITP community.

In addition to our in-person workshop held at the conference, PDSA hosted a virtual workshop for Support Group Facilitators at the beginning of the year, giving facilitators the chance to network and learn about new resources to strengthen their support groups.

Current and prospective ITP Patient Connect support group facilitators play a vital role in building community and offering much-needed support to patients and caregivers.

Educational Booklets

PDSA's library of free educational booklets helps patients better understand and manage their diagnosis with the most current information. In 2023, PDSA updated the *Coping With ITP, Health Insurance and Assistance Programs for ITP Patients,* and *ITP Pamphlet* booklets. The *ITP in Adults* French and Spanish booklets were updated, and it was also translated into Polish. Polish and Portuguese were also added to the number of translations of *When a Child Has ITP* booklet, bringing the collection to a total of 34 translated booklets in thirteen different languages.

2023 PDSA College Scholarship Winners!

$1,500 RECIPIENT

Benjamin Michaels
Worthington, OH – University of California Berkeley

$1,000 RECIPIENT

Deborah Grove
Warrington, PA – Temple University

$750 RECIPIENT

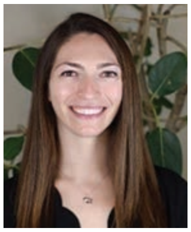
Remy Cordial
Rainelle, WV West Virginia University

$250 BOOK AWARD RECIPIENTS

Paul Berryhill
Gerrardstown, WV – Blue Ridge Career Training Center

Hannah Castillo
Walnut Creek, CA Western University College of Graduate Nursing

Ria Marsh
Dallas, TX – Texas State University



Mallory Rose
Portland, OR University of Natural Medicine

Not Pictured: Ewan Laplante – San Marcos, CA – Cal Poly San Luis Obispo

> ***"Awesome! Thank you so much. What a wonderful program. I have been trying to find things to make her feel less scared about her blood draws and I feel like this will give her some excitement! I'm so thankful for the community you guys have built."***
>
> – Lexi R.

ITP POKE-R CLUB℠
for kids with ITP

Being diagnosed with ITP is scary for anyone, but even more so for kids – especially with the ongoing testing and needle sticks that they must endure. Created to help alleviate the stress, pain, and anxiety of frequent needle pokes, the POKE-R Club for Kids^{SM} program is an exclusive benefit for children of PDSA Members in the U.S. and Canada. Pediatric POKE-R Club members receive a special collection of positive reinforcement resources designed to improve their ITP experience, including a Buzzy® bee, a special pain relief device that combines cold and vibration to help eliminate or inhibit needle pain.

PDSA's ITP POKE-R Club welcomed **16 new members** in **2023. 179 children**, ages 1 to 18, were enrolled in this special program, representing **37 states, 4 provinces** and **2 countries!**

> ***"You all will always have a special place in our hearts. The whole staff at her care center is now wild about the bee. It's a game changer."***
>
> – Lindsey W.

AWARENESS AND OUTREACH

Social Networking

15,490
PDSA Facebook Page Followers
facebook.com/plateletdisorder

20,463
Facebook Group Members
facebook.com/groups/PlateletDisorder-SupportAssociation

3,121
Instagram Followers
@PDSA_ITP

1,791
X (formally known as Twitter) Followers
@PDSA_ITP

245,388
YouTube Video Views
1,320 Subscribers
@PDSAorg

11,641
PDSA.org Discussion Group Members

480
LinkedIn Followers

> *"ITP Awareness Month means showing appreciation to our friends, family and healthcare team for always supporting our ITP journey!"*

> *"We just need to keep spreading the knowledge and facts about the disease and people just need to be more sympathetic, even if we look 'fine.'"*

"BEHIND THE MYSTERY OF CHRONIC ITP"

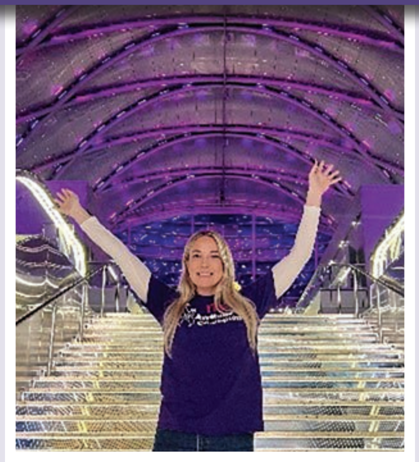
PDSA Partners with the Lifetime Channel in Honor of ITP Awareness Month

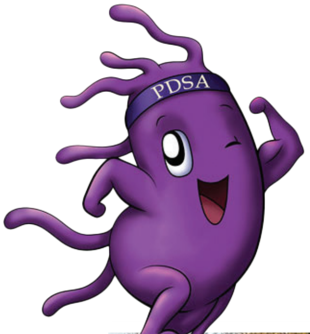
PDSA and members of the ITP community were called on to help raise awareness for ITP on Behind the Mystery, a recurring series on Lifetime's The Balancing Act which is devoted to rare and genetic disease advocacy. The program dedicated to ITP featured Caroline Kruse, ITP patient and PDSA member Brenda Shy, PDSA Medical Advisor Terry Gernsheimer, MD, and hosted by Montel Williams and Olga Villaverde.

pdsa.org	ITPwalk.org	GlobalITP.org
36,000+ Unique Visits per Month	**1,000+** Unique Visits per Month	**3,000+** Unique Visits per Month
55,000+ Total Visits per Month	**1,800+** Total Visits per Month	**4,000+** Total Visits per Month

Awareness Month and Sport Purple for Platelets Day 2023

ITP Awareness Month 2023 emphasized the importance of bringing attention to ITP with a single goal in mind: to improve outcomes for those living with this rare bleeding disorder. And the ITP community stepped forward with determination and purpose. Throughout September, ITP patients, caregivers, friends and family, and professional partners and advocates made a splash, holding fundraisers, donning purple, lighting buildings and monuments purple, and sharing what they know about ITP. Together, this engaged community continues to move the needle forward by amplifying the experience of ITP patients around the world.





2023: A Successful Year for Pump It Up For Platelets!

To celebrate PDSA's 25th anniversary, PDSA set a goal to host twenty-five fundraising events throughout the year. The ITP community demonstrated its commitment by actively working together and taking important steps to raise awareness for ITP and funding for PDSA programs and research.

TOTAL RAISED:
$66,105

 # OF EVENTS:
25 Pump It Up
For Platelets!
events were held in
the US and Canada

TOTAL PARTICIPANTS:
1,000+

Cardio Drumming for Platelets
The Villages, FL
$1,800
Event Organizers: Marcia and Jim Freed

Devin Bowl
Highland, IL
$16,528
Event Organizers: Donna and Kent Winter

For the Love of Gracie/Lindal Fundraisers
Everett, WA
$1,285
Event Organizers: Jenn and Andy Lindal

New York Life Fundraiser
$1,240
Event Organizer: New York Life

Pedal For Platelets
Tucson, AZ
$2,500
Event Organizer: Michael Tarantino, MD

Pump It Up For Platelets! – Pints for Platelets
Columbus, OH
$33,278
Event Organizers:
Ashley and Greg Randolph

Pump It Up For Platelets!
Detroit, MI
$10,237
Event Organizer: Tracey Parker

Pump It Up For Platelets!
Indianapolis, IN
$1,320
Event Organizer: Beth Anne Ennen

Pump It Up For Platelets!
London, ON
$4,245
Event Organizers:
Jennifer and Luigi DiRaimo

Pump It Up For Platelets!
Orange County, CA
$7,152
Event Organizers: Cathy Aldama, Leilani Fitzgerald, Melissa Hilsabeck, and Kelly Torres

Pump It Up For Platelets!
South San Francisco, CA
$6,480
Event Organizer: Rigel

Pump It Up For Platelets!
Thousand Oaks, CA
$1,010
Event Organizer: Amgen

VandeVelde Fundraisers
Topeka, KS
$18,941
Event Organizers: Jessica, Cody, and Peyton VandeVelde

2023 CONTRIBUTIONS AND FINANCES

It is through the thoughtful generosity of so many that PDSA is able to fulfill its mission of enhancing the lives of people with ITP and other platelet disorders through education, advocacy, research and support. Each year, thousands of individuals, organizations, corporations, and foundations provide meaningful support through charitable gifts, membership, tributes in memory or honor of family and friends, sponsorships of programs, and special events.

Every gift is important and truly appreciated. The following lists recognize those who stepped forward to support our efforts in 2023.

CORPORATIONS AND FOUNDATIONS

Alpine Immune Sciences
AmazonSmile Foundation
America's Charities
Amgen
argenx
The Caine Family Foundation
Caterpillar Foundation
Charities Aid Foundation of America
JP Chase Morgan & Co.
CSL Behring Biotherapies for Life
Elma Research
EveryLife Foundation
Fidelity Charitable Gift Fund
General Dynamics Land Systems – Canada
Give Lively Foundation
Goldman Giving Fund
Janus Henderson Foundation
Novartis
OneHope
Pledgeling Foundation
Rigel Pharmaceuticals, Inc.
RWS Life Sciences
Sanguine Bio
Sanofi Pharmaceuticals
Schwab Charitable Fund
Sobi
Société de Services Financiers Fonds FMOQ Inc.
Talcott Resolution/JP Morgan Chase Bank

MATCHING GIFT COMPANIES

Benevity Fund
YourCause, LLC

BENEFACTORS ($500-$999)

Ascension
Lee Baggett
Bo Brault
Dane Christiansen
Elizabth and Roger Cornwall
Matt Del Monaco
Salvatore DiFazio
Nadine Djordjevic
Judith Du Pont
Kim and Jim Everett
Brandy Fincham
Jerry Fox
Marcia and James Freed
Barbara Genen
Patricia and Gilbert George
Wendy Gibson
Francis Henry
Melissa Hilsabeck
Susan Hilsabeck
LandCare USA LLC – Phoenix Branch
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> *Thank you for all you do to help people survive this nightmare disease!*
>
> – Lewis B

> *"You have no idea how PDSA has helped Jimmy and I. Jimmy feels that he is not alone on this journey. That there are other people who share his fears. That there are doctors who care, and new treatments always on the horizon."*
>
> – Laura G.

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A brighter future for ITP

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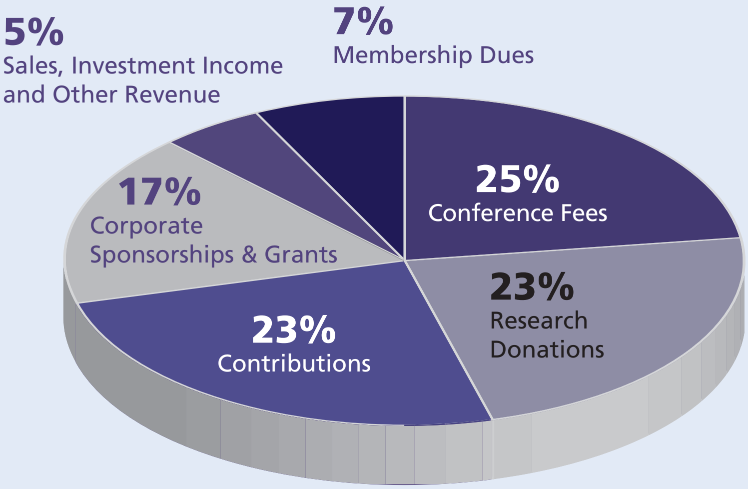
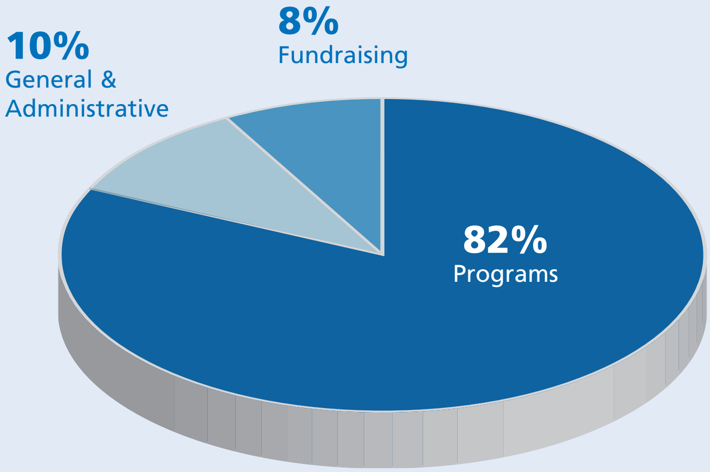


Contributions	$ 522,520
Corporate Sponsorships & Grants	$ 373,528
Conference Fees	$ 561,980
Membership Dues	$ 148,796
Research Donations	$ 527,595
Sales, Investment Income & Other Revenue	$ 122,951
Total	**$2,257,370**

How The Funds Were Used



Programs	$1,232,083
General & Administrative	$ 145,161
Fundraising	$ 119,794
Total	**$1,497,038**
Net Assets at end of Year (accumulated)	***$6,043,608***

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> ***"I want to thank the PDSA for providing knowledge and support for all of us with ITP, finding you was a great step forward for me during the darkest moments."***
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> ***"PDSA has been my lifeline!!***
> ***I have had ITP for over 20 years, attended several meetings, and learned so much!!"***
>
> – Linda M.

> ***"Discovering PDSA has inspired me to share my story. When I thought I was alone and no one quite knew about my ITP, researching about PDSA and hearing other people's experiences encouraged me."***
>
> – Kaitlyn

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> ***"And just because someone looks fine on the outside, and manages to push past it, doesn't mean it doesn't take their everything."***

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> ***"This was an amazing experience. The community for ITP patients and caregivers is beyond amazing …Wish I would have found PDSA years ago!"***

> ***"The docs are INCREDIBLE – any time with them is learning time. We were blown away by them and loved all their talks."***

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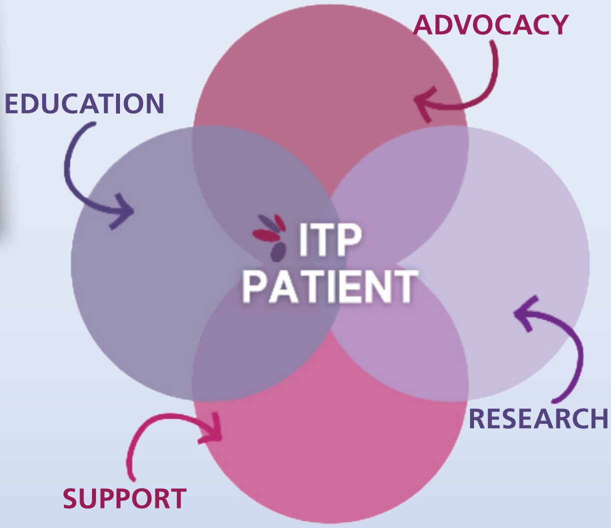

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