Platelet
Disorder
Support
Association
Empowering ITP patients

IMPACT REPORT 2025

A MESSAGE FROM THE PRESIDENT AND CEO

This year marked an extraordinary chapter in PDSA's 25+ year journey—one defined by growth, momentum, and the collective power of a community that continues to show up for one another in meaningful ways.

One of the most inspiring moments of the year was PDSA's **25th Annual ITP Conference,** our largest conference to date. Bringing together patients, caregivers, clinicians, researchers, and partners from around the world, the conference was a powerful reminder of why PDSA exists: to ensure that no one facing ITP ever feels alone. Nearly half of this year's attendees were joining us for the first time, underscoring both the expanding reach of our community and the ongoing need for trusted education, connection, and hope. From cutting-edge research updates to deeply personal shared experiences, the conference embodied the strength, resilience, and compassion of the ITP family.

Equally impactful were our advocacy efforts, which reached new heights this year. In the United States, PDSA hosted our **largest ITP Hill Day ever,** bringing patients, caregivers, medical advisors, and staff together on Capitol Hill to elevate the voices of those living with ITP and advocate for improved access to specialized care and research. Just days later, we made history with our **first-ever Canadian advocacy day,** uniting advocates at Queen's Park in Ontario to address barriers to treatment access and advance patient-centered policy change. These efforts reflect PDSA's unwavering commitment to ensuring that patient voices are not only heard, but valued in decisions that affect their lives.

None of this progress would be possible without the dedication of our volunteers, advocates, medical advisors, staff, partners, and donors. Your belief in our mission fuels every program we deliver, every research grant we fund, and every conversation we help spark—whether in a support group, a clinic, or a government office.

As you explore this Impact Report, I hope you feel proud of what we have accomplished together. More importantly, I hope you feel inspired by what lies ahead. The work continues, but so does our shared determination to improve the lives of everyone affected by ITP.

With gratitude,

Caroline Kruse

Caroline Kruse
President and CEO
Platelet Disorder Support Association

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

27 Years
of serving and giving voice to the ITP patient community

Sustained by ITP patients, **PDSA's support group program** expanded to **68 groups** in **32 states, 2 Canadian provinces** and **2 countries**

2 Websites

PDSA.org

GlobalITP.org

Hundreds of pages of content for ITP patients, with a combined **2.1 million** total visits in 2025

1,100
Members and Donors whose charitable giving helped PDSA fulfill its mission and serve the greater ITP community

63
$1,000+ Circle of Hope Donors provided leadership support to advance PDSA's efforts

3
ITP Research Grants totaling $50,000 awarded to fund original patient-centered ITP studies, increasing our research funding impact to a total of **26** grants and **$460,000**

4
28-page quarterly editions of *The Platelet News* distributed to **15k+** recipients

12 monthly e-newsletters reaching an average of **17k+** inboxes per month

25 episodes of ***Bruised but not Broken: Living with ITP***

Podcasts have been released since its Fall 2024 launch, bringing listeners practical insights into a wide range of topics for life with ITP

13
Medical Advisors, internationally renowned clinicians and researchers, all specialists in ITP

225
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

ITP Patient Conference 2025 was held in Philadelphia, PA, gathering **320 participants** from **31 US states** and **14 countries**

2,000+
new members of PDSA's closed Facebook Group, bringing participant total to **23,200+ members**

PDSA spearheads the **International ITP Alliance** with **33 ITP patient associations** representing **30 member countries**

16
Pump It Up For Platelets! Walk and Fundraising events were held, attracting **800+ participants** and raising over **$105,000** for PDSA patient programs and research

11
informational booklets on ITP for adults, teens, children, and women with **42** translated booklets in **16 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

83
Patient Support Group Meetings were held with **1,100+** patient and caregiver participants

PDSA's Patient Helpline received **1,000+ inquiries** from patients and caregivers seeking helpful resources and information

2,300+
patients enrolled in PDSA's **ITP Natural History Study Registry**

RESEARCH@PDSA
the key to unlocking a cure

The Barbara and Peter T. Pruitt Jr. ITP Research Award Recipients

Each year, the PDSA Research Program awards up to two $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.

2025 Pruitt Research Awards

Project Title: ***Immune Thrombocytopenia and Complications in Pregnancy: A Retrospective Controlled Cohort Study of a Diverse US Sample***
Investigator: Marina Beltrami Moreira, MD
Institution: The Ohio State University College of Medicine and Wexner Medical Center

Project Title: ***Unravelling Immune Thrombocytopenia Pathophysiology Using Proteomics and Single Cell Sequencing***
Investigator: Thomas Pincez, MD, PhD, FRCPC
Institution: McGill University

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.

2025 ITP Young Investigator Award

Project Title: ***Glycoform dependency of anti-GPIIb/IIIa antibodies in ITP patients***
Investigator: Angad Gothra, with mentorship from Marie A. Hollenhorst, MD, PhD
Institution: Brigham and Women's Hospital / Harvard Medical School

Exploring the New Frontier of ITP from the 2025 American Society of Hematology (ASH) Annual Meeting

It was a packed house with over 200 attendees at this year's ASH ITP Breakfast.

The 67th American Society of Hematology (ASH) Annual Meeting and Exposition was held December 6-9, 2025, in Orlando, Florida. The meeting attracted over 30,000 clinicians, researchers, pharmaceutical company personnel and nonprofit organizations worldwide to share ground-breaking research in the field of hematology.

For more than two decades, the PDSA ASH ITP Breakfast has been the premier scientific gathering for the global immune thrombocytopenia (ITP) community. Hosted by Caroline Kruse, President and CEO of the Platelet Disorder Support Association along with PDSA Medical Advisors James Bussel, MD; Nichola Cooper, MD; Michele Lambert, MD; and John Semple, PhD; the 2025 meeting brought together more than 200 participants, both in person and virtually, to discuss the most cutting-edge research in the field. What began 20 years ago as a small group of experts gathered around a single table has evolved into a true scientific powerhouse. Key takeaways from the research presented included tailored therapies, informed surgical decisions, safer standardized patient care, and a renewed focus on quality of life.

2025 McMillan Award Recipient: John Semple, PhD

At this year's ASH ITP Breakfast, John Semple, PhD was honored with the 2025 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. Semple has served as a PDSA Medical Advisor since 2000 – making him one of PDSA's first three advisors – and has missed only one annual PDSA ITP Conference.

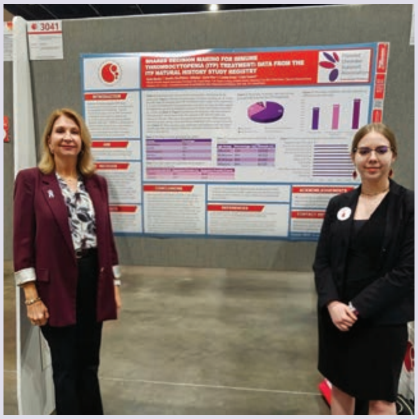
LEADING THE WAY IN PATIENT-CENTERED ITP RESEARCH

Throughout 2025, PDSA Staff and Medical Advisors continued to lead the way for the ITP community by working collaboratively to conduct, co-author, and fund the following patient-centered research studies, abstracts, posters, and presentations:

ASH 2025

Shared Decision-Making Research Front and Center at ASH 2025

In addition to organizing and hosting the ITP Breakfast, PDSA staff and medical advisors were invited to present research on shared decision-making in ITP treatment. Research was presented as a poster from the ITP Natural History Study Registry, a PDSA-administered, international patient-consented registry of adults and children with ITP, conducted in partnership with the National Organization for Rare Disorders (NORD). The registry is used to collect and analyze the real-world impact of immune thrombocytopenia on patients' quality of life, management of care, and opinions toward treatment.



PDSA President and CEO Caroline Kruse and PDSA Research Coordinator Taylor Bowles present their poster abstract on shared decision-making.

ISTH 2025

ITP took center stage at the 33rd annual International Society on Thrombosis and Haemostasis (ISTH) Meeting

Held in Washington, DC June 21-25, 2025, thousands of the world's leading experts on thrombosis, hemostasis and vascular biology come together to present the most recent advances, exchange the latest science and discuss the newest clinical applications designed to improve patient care. Twenty-three oral presentations, one Plenary program, and multiple poster abstracts were presented over the course of five days, all devoted to immune thrombocytopenia and platelet disorders. PDSA volunteer Ken Kruse and President and CEO Caroline Kruse raising awareness about ITP in the PDSA booth.

PDSA Medical Advisor Donald Arnold, MDCM, MSc, FRCPC from McMaster University in Hamilton, ON (Canada) stands in front of his poster on Guidelines on the emergency management of critical bleeding in patients with immune thrombocytopenia. Dr. Arnold is an author on the poster abstract, along with PDSA staff, Medical Advisor Rachael Grace, MD, and ITP patients Dale Paynter, Barbara Pruitt and Gail Strachan. The initial study was funded by a PDSA research award.

PDSA Medical Advisor David Kuter, MD, DPhil, Chief of Hematology at Massachusetts General Hospital and Professor of Medicine at Harvard Medical School, was invited to give the Plenary lecture on "Thrombopoietin: From Molecule to Medicine." Dr. Kuter's basic science group was one of the original laboratories that discovered thrombopoietin, the platelet growth factor that regulates platelet production.

> ***"The PDSA site has been a great resource. We turn to it regularly for updates on ITP and to learn about the latest research."*** – Ria M.

ADVOCACY IN ACTION

PLATELET DISORDER SUPPORT ASSOCIATION

U.S. ITP HILL DAY: ELEVATING VOICES, ADVANCING CARE

In May 2025, PDSA voices were heard throughout the halls of Capitol Hill. Thirty patients, caregivers, medical advisors, and staff came together for ITP Hill Day with a united purpose: to raise awareness of ITP and advocate for the creation of ITP Centers of Excellence across the United States.

Throughout the day, the groups met with 34 congressional offices, sharing personal stories and expert insights that emphasized the need for specialized, comprehensive care and increased research funding. These conversations helped educate policymakers about the unique challenges faced by those living with ITP.

A highlight of the day was the presentation of the 2025 Public Policy Leadership Award to Congressman Darin LaHood (R–IL-16). As a steadfast champion for the ITP community, Congressman LaHood has been instrumental in advancing the vision of ITP Centers of Excellence and leading the charge amongst his fellow congressional members.

ITP Hill Day was more than a series of meetings—it was a demonstration of unity, resilience, and the power of patient-led advocacy. By speaking directly to lawmakers, participants helped lay the foundation for increased congressional awareness that could lead to funding for research, improved diagnostic protocols, and the development of dedicated treatment centers. These changes would not only improve patient outcomes but also reduce the burden on general healthcare systems and ensure that no one with ITP feels invisible.

Honoring advocacy in action: Congressman Darin LaHood with his Advocacy Award, joined by PDSA Medical Advisor Michael Tarantino, MD, and Caroline Kruse.

PDSA advocates gathered in front of the Capitol Building for a group photo before a full day of congressional meetings.

CANADA'S QUEEN'S PARK DAY: A UNITED FRONT FOR ITP ACCESS

Just days after making their voices heard in Washington D.C., PDSA advocates carried their message north to Toronto's Queen's Park in Ontario, Canada. The first-ever Canadian advocacy day united nine patients, caregivers, and staff to meet with 12 Members of Provincial Parliament (MPPs) and Ministers, pressing for better access to ITP treatments through public drug plans across the country.

By engaging directly with MPPs, the PDSA team helped raise awareness and build momentum toward systemic improvements that could benefit patients nationwide. Participants shared their personal journeys, highlighting the emotional and logistical challenges of navigating a rare disease within Canada's healthcare system. These conversations emphasized the need for equitable access to innovative therapies, timely diagnoses, and consistent care regardless of geographic location.

Queen's Park Day marked a significant milestone in Canadian ITP advocacy. As a direct result of these meetings, Canada's Drug Agency (CDA) is revisiting the criteria for accessing TPO-RA's. It is only because of strong advocacy voices including from the PDSA that ITP patients in Canada are now closer to more equitable and evidence-based treatment pathways.

PDSA advocates in Canada gathered for a historic day of meetings with the Legislative Assembly of Ontario, located at Queen's Park, Toronto.

ITP INTERNATIONAL ALLIANCE HOLDS ANNUAL MEETING

For the fifth year, members of the International ITP Alliance convened from across the globe for a dynamic, day-long symposium held just ahead of this year's ITP Conference. Eleven dedicated global ambassadors, representing 12 countries— including Argentina, Australia/New Zealand, Brazil, Canada, Finland, France, Israel, Italy, the Netherlands, Norway, and the United States—gathered in Philadelphia to exchange insights and share impactful updates on their organizations' efforts to educate, empower, and support ITP patients and caregivers within their communities.

Alliance ambassadors were also joined by some of our industry partners who shared updates on ITP treatments and clinical trials. Organized by PDSA and moderated by PDSA President and CEO Caroline Kruse, topics for discussion included important scientific updates from the EHA Congress (European Hematology Association) and ISTH (International Society of Thrombosis and Haemostasis), along with a workshop on ways to raise visibility during ITP Awareness Month.

NORD 2025 RARE DISEASES & ORPHAN PRODUCTS BREAKTHROUGH SUMMIT

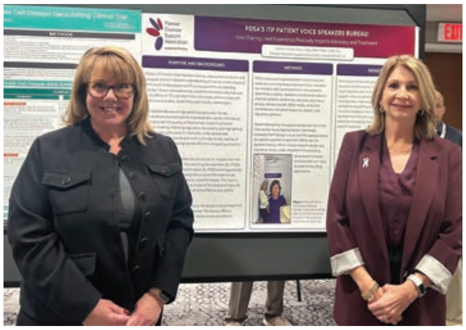
PDSA joined more than 800 rare disease stakeholders at the National Organization for Rare Disorders (NORD) Rare Diseases & Orphan Products Breakthrough Summit in Washington, D.C., held October 19–21.

ITP INTERNATIONAL ALLIANCE

A global voice for immune thrombocytopenia patients.

Engaging conversations and valuable ideas were exchanged during the International ITP Alliance Meeting.

Members of the International ITP Alliance pose for a group photo outside The Logan Hotel in Philadelphia (L to R), Marie Linden (Norway), Marjo Lindberg (Finland), Barbara Lovrencic (Italy), Peter Pruitt (PDSA Board Chair), Marília Silva (Brazil), Mieke Budal (Netherlands), Caroline Kruse (US/Canada), Michal Winograd (Israel), Melissa Hilsabeck (US/Canada), Danielle Boyle (Australia, New Zealand), Rubén De Francesco (Argentina), Serge Laborde (France).



Jody Shy, PDSA Director of Programs and Events, and Caroline Kruse, PDSA President and CEO, present their poster abstract "PDSA's ITP Patient Voice Speakers Bureau: How Shared Lived Experience Positively Impacts Advocacy and Treatment."

PDSA PARTICIPATED IN THE FOLLOWING MEETINGS:

- American Society of Hematology (ASH) 67th Annual Meeting and Exposition
- American Society of Pediatric Hematology/ Oncology (ASPHO) Conference
- Hemostasis & Thrombosis Research Society (HTRS)
- International Society on Thrombosis and Haemostasis (ISTH)
- National Organization for Rare Disorders (NORD) Rare Diseases and Orphan Products Breakthrough Summit
- Rural & Remote Meeting - Canada

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

PDSA Hosts Its 25th Annual ITP Conference in Philadelphia

> *"This conference has changed my life!"*

The 25th Annual ITP Conference brought together an inspiring mix of **320 patients, caregivers, clinicians**, and **industry leaders** from **14 countries, 31 U.S. states**, and **2 Canadian provinces** for a powerful weekend of learning and connection. Nearly half of this year's attendees were new to the conference, making it our largest and most dynamic gathering yet.

Held at The Logan in the heart of Philadelphia, the event offered a rich and varied program designed to engage every member of the ITP community. Attendees participated in expert-led sessions and intimate small group discussions, with dedicated tracks for children and teens. PDSA trivia night, prize giveaways, and lively social gatherings added fun and connection throughout the weekend.

From cutting-edge research updates to heartfelt community moments, the conference offered something for everyone. Attendees had the chance to engage directly with world-renowned ITP specialists, share their stories, and build lasting relationships within the ITP community.

Attendees from the Kid's Kamp and Teen Track teamed up for an interactive scavenger hunt that had them exploring the conference, solving clues, and bonding along the way.

> ***"This was our 1st conference and it was a wonderful event, everything was planned well, and organized well, everything was timed well. I don't see how it could've been better."***

Attendees gathered in the main ballroom for a series of informative sessions on ITP, including When to Involve an Immunologist in Your ITP Journey: a professional and patient perspective, Access to Care: Navigating the maze of ITP treatments, Quality of Life in ITP: Fatigue, bleeding, oral health, cognitive impairment, *and more!*

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

Patients living with ITP opened up about their experiences, sparking thoughtful dialogue with PDSA Medical Advisors and others in the audience. (L to R): PDSA Medical Advisor David Kuter, MD, DPhil; ITP patients Diana DiMeo and Kristen Prevost, and PDSA Medical Advisor Annemarie Fogerty, MD.

The Saturday night Double-Decker bus tour offered iconic sights of Philadelphia and great company along the way.

> ***"We are leaving with more hope, better perspective, a stronger community, more friends, more love. Thank you!! This is a highlight of a year – we always learn something and it's so wonderful to reconnect with friends and make new friends."***

Just for Teens: PDSA Medical Advisors Rachael Grace, MD, MMSc and Michele Lambert, MD, MSTR led an interactive presentation focused on helping teens learn more about ITP and feel supported in their journey.

The Exhibit Hall buzzed between sessions as attendees met with industry partners to learn about ITP treatment options and took time to connect with one another.

A live Q&A session gave patients the chance to engage with PDSA Medical Advisors and leading ITP experts, who provided insight on a wide range of ITP topics. (L to R) James Bussel, MD; David Kuter, MD, DPhil; Douglas Cines, MD; Craig Kessler, MD; Ilene C. Weitz, MD; Howard Liebman, MD.

Whether you were seeking answers, support, or simply a sense of belonging—this year's conference delivered. We're proud to celebrate the strength and spirit of the ITP family.

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, providing a space to offer encouragement, share personal experiences, and learn from one another.

By 2025, ITP Patient Connect had blossomed to **68 ITP support groups**, in **32** US states, **2** Canadian provinces, and **2** countries, who held a combined total of **83** in-person, virtual, or hybrid meetings with **1,100+** patients and caregivers participating.

Support Group Facilitator Breakfast and Workshop

A standout moment of the ITP Conference each year is the Support Group Facilitator Workshop, an inspiring gathering that unites the dedicated leaders of our support group program. This year's workshop was no exception. Twenty-seven facilitators had a meaningful opportunity to reconnect with peers, exchange ideas, and deepen their facilitation skills in a collaborative environment. The session also introduced valuable new resources designed to strengthen their groups and enhance the support they provide to the ITP community.

The session centered on the powerful role of storytelling and how it can be tailored to different settings—from government advocacy meetings and industry partner gatherings to PDSA speaking engagements and support group discussions. Participants explored how each scenario requires a different approach, adjusting the level of detail, the length of time, and the message's emotional impact to ensure their stories resonate. The session emphasized that storytelling isn't one-size-fits-all, but a dynamic tool that, when used thoughtfully, can inform, inspire, and drive change.

Benita Proctor, co-facilitator of the DC/Maryland/Virginia support group, with her husband, Chris, welcoming attendees to ITP Conference 2025.

5th Annual Canadian Regional Meeting

PDSA remains committed to supporting, educating, and advocating for our Canadian members, including ITP patients, caregivers, and healthcare professionals. On Saturday, September 28, PDSA hosted its 5th Canadian Regional Meeting at the Hyatt Place Toronto/Mississauga Centre in Ontario, welcoming 44 attendees, making it our second-largest gathering to date.

The program began with a presentation by Dr. Alan Lazarus, PhD, from St. Michael's Hospital in Toronto, titled *"ITP Under the Microscope: How and Why the Immune System Attacks Platelets,"* followed by Dr. Michael Scott, Associate Professor in the Department of Medicine at the University of Toronto, on *"Managing ITP in Canada: Understanding Your Diagnosis and Treatment Options,"* Dr. Vicky Breakey, Associate Professor of Pediatrics at McMaster University, presented *"The Effects of Chronic ITP in Children and Teens,"* and an in-depth Q&A with the attendees and all three speakers.

ITP patients and caregivers reconvened after lunch for an update from Andrew Retfalvi of Global Public Affairs, who spoke about PDSA's ongoing advocacy work to improve access to ITP treatments in Ontario, and a panel of five PDSA patient advocates shared their experiences taking part in the organization's first Queen's Park Day, emphasizing how impactful the experience was in raising awareness and having their voices heard. The day concluded with three powerful and heartfelt stories from ITP Warriors. Lauren Toy and her mother, Dr. Ruby Chan, a pediatrician, and Priyanka Mensinkai, caregiver to her four-year-old daughter with ITP.

ITP couldn't dim the bright smiles of ITP Warriors Haley and Mellody, who joined us for PDSA's 5th Canadian Regional Meeting.

Canadian Regional Meeting moderator Caroline Kruse is joined by the speaker's panel and PDSA Board member and Canadian Dale Paynter (L to R), Vicky Breakey, MD, Michael Scott, MD, and Alan Lazurus, PhD.

Educational Booklets

PDSA's library of free educational booklets can help you to better understand and manage your diagnosis with the most current information. In 2025, we updated the *ITP* Pamphlet and *ITP in Children* booklet in English, as well as the *For Women & Girls+ with ITP* booklet in Spanish.

We added Norwegian to the number of translations of the *ITP in Children, Understanding ITP,* and *For Women & Girls+ with ITP,* bringing our collection to a total of **42** translated booklets in **16** different languages.

2025 PDSA College Scholarship Winners!

$6,000 RECIPIENT

Ella Casano
FAIRFIELD, CONNECTICUT
STANFORD UNIVERSITY

$1,500 RECIPIENT

Josh Kelly
BARRIE, ONTARIO
CARLETON UNIVERSITY

$1,000 RECIPIENT

Mai Ueno
DENISON, TEXAS
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

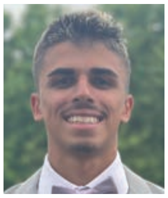
$750 RECIPIENT

Derek Hu
CLARKSBURG, MARYLAND
DUKE UNIVERSITY

$500 RECIPIENT

Monica Salzman
FOREST LAKE, MINNESOTA
UNIVERSITY OF NORTH DAKOTA

$500 RECIPIENT



Cameron Stephenson
MICKLETON, NEW JERSEY
RUTGERS UNIVERSITY SCHOOL OF BUSINESS – CAMDEN

> ***"I came to realize that having ITP isn't something to be ashamed of – it's something that has made me determined to test the limits of 'impossible', and that has allowed me to live a life that has inspired others to do the same."***
>
> – Ella C.

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℠ 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 POKE-R Club for Kids was created by PDSA in 2014 with a handful of participants. Since then, many children have benefited from the program.

The POKE-R Club welcomed **26 new members** in 2025. A total of **225 children**, ages 1 to 18, were enrolled in this special program in 2025, representing **37 states, 4 provinces and 2 countries!**

> ***"I just wanted to thank you again for all of your help! The buzzy bee helped tremendously with Cali's recent appointment! That thing is amazing. I am so grateful."***
>
> – Crystal Horton, mom of Cali H.

AWARENESS AND OUTREACH

2025 Social Media Reach

17.3k+
Facebook Page Followers
facebook.com/plateletdisorder

23k+
Facebook Group Members
facebook.com/groups/PlateletDisorderSupportAssociation

4.7k+
Instagram Followers
@PDSA_ITP

1.7k+
X Followers
@PDSA_ITP

260k+
YouTube Video Views
1.4k Subscribers
@PDSAorg

12.5k+
PDSA.org Discussion Group Members
pdsa.org/discussion-group

700+
LinkedIn Followers

pdsa.org	GlobalITP.org
120k+ Unique Visits per Month	**3.6k+** Unique Visits per Month
171k+ Total Visits per Month	**4.9k+** Total Visits per Month

The Power of Purple:

ITP Awareness Month

We've come a long way since PDSA first established ITP Awareness Month in 2010, and this September was no exception. Across the U.S. and Canada, our community showed up in full force to raise awareness and celebrate the strength of our amazing ITP family. From coast to coast, landmarks were lit up purple for our #LightUp4ITP campaign, and ITP patients, caregivers, friends and family, and professional partners shared purple pride all month long. Whether it was a porch light, a purple outfit, or a heartfelt post, every gesture helped shine a light on ITP.

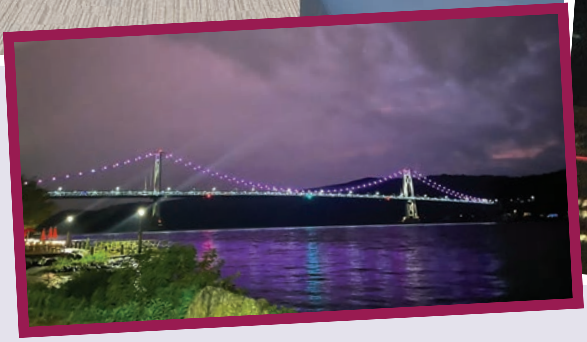
> *"When we didn't know what to do when our daughter was diagnosed, your resources helped so much."*
>
> – Michelle P.

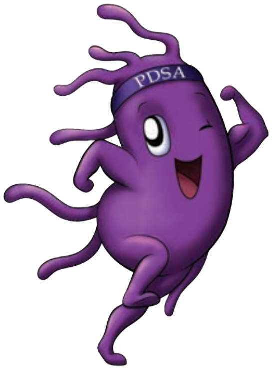

Stefanie
3h ·
Purple for platelets 💜💜

ilbcdi
SPORT PURPLE FOR PLATELETS DAY

ilbcdi 💜 Today BCDI joins the Platelet Disorder Support Association (PDSA) in celebrating Sport Purple for Platelets Da


Marcia
Just now ·
Drumming for Purple Platelets Day!





Pump It Up For Platelets!

The 2025 Pump It Up For Platelets! walk/run and fundraising program was an incredible success! 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. PDSA is deeply thankful to every event organizer, volunteer, and participant whose dedication helped elevate awareness and strengthen our ITP community.

TOTAL RAISED:
$105k

16 Pump It Up
For Platelets!
events were held in
the US and Canada

TOTAL PARTICIPANTS:
800+

CIRCLE OF HOPE EVENT ORGANIZERS

Pump It Up For Platelets!
Locust Grove, VA
$1,000
Organizers: Brittany Critchfield and Wyatt Foster

Pump It Up For Platelets!
Thousand Oaks, CA
$1,875
Organizer: Amgen

Pump It Up For Platelets!
Northern California
$2,095
Event Organizers: Michael Barden, Dawn Phillips, and John Phillips

Pump It Up For Platelets!
South San Francisco, CA
$3,900
Event Organizer: Rigel Pharmaceuticals

Pump It Up For Platelets!
Orange County, CA
$4,185
Event Organizers: Cathy Aldama, Leilani Fitzgerald, Melissa Hilsabeck, and Kelly Torres

Pump It Up For Platelets!
Detroit, MI
$5,000
Event Organizer: Tracey Parker

Devin Bowl
Highland, IL
$19,012
Event Organizers:
Donna and Kent Winter

Pump It Up For Platelets!
Purple for Platelets
Columbus, OH
$20,500
Event Organizers: Ashley and Greg Randolph, and Beth Robertson

> *"A reminder that we are all in this together, knowledge is power, and I personally am very thankful for the resources and support groups through PDSA."*
> – Cassandra C.

2025 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.

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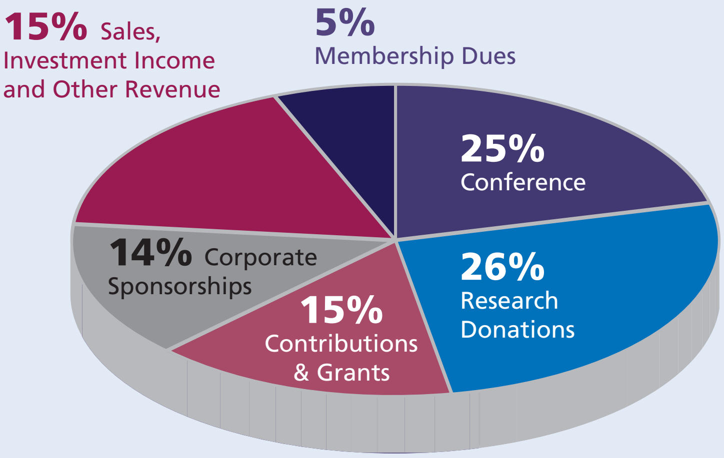
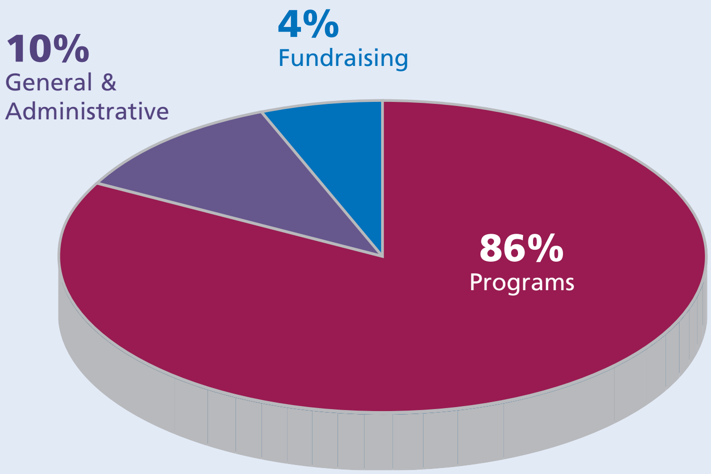


Contributions & Grants	$ 409,754
Corporate Sponsorships	$ 388,001
Conference	$ 695,306
Membership Dues	$ 146,744
Research Donations	$ 738,482
Sales, Investment Income & Other Revenue	$ 417,699
Total	**$2,795,986**

How The Funds Were Used



Programs	$1,571,519
General & Administrative	$ 172,898
Fundraising	$ 75,770
Total	**$1,820,187**
Net Assets at end of Year (accumulated)	***$9,438,942***

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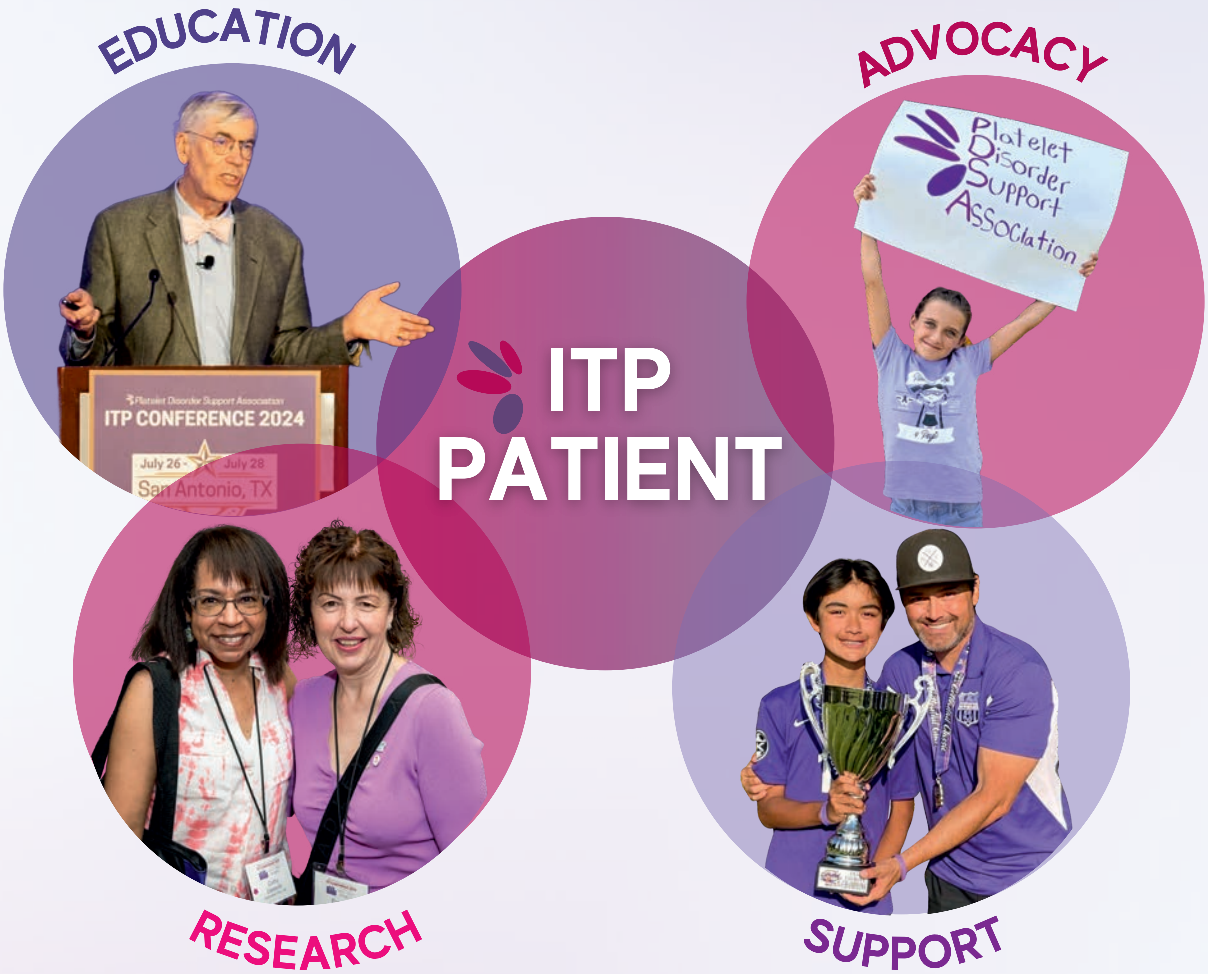
TOGETHER, WE KEEP ITP PATIENTS AT THE CENTER.

For over 25 years, PDSA continues to lead the way for the ITP patient community through **EDUCATION**, **ADVOCACY**, **RESEARCH**, and **SUPPORT.**



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