Mission and Vision

The National Osteoporosis Foundation (NOF) is the leading consumer and community-focused health organization dedicated to preventing osteoporosis and broken bones, promoting strong bones for life and reducing human suffering through programs of public and clinician awareness, education, advocacy and research.

Established in 1984, NOF is the nation’s leading voluntary health organization solely dedicated to osteoporosis and bone health. While we have made significant strides in combating osteoporosis, with 44 million Americans still at-risk of the disease today; we are a long way from declaring victory over osteoporosis. With the continued support of individuals, corporations and organizations, we will continue advocating for the medical research needed to better diagnose and treat this disease; working to educate and train healthcare providers to ensure the best possible care and support for those living with osteoporosis; and educating the public to help people of all ages prevent fractures and build healthy bones that will last a lifetime.
Message from the Chairman and President

2011 was a year of investment for the National Osteoporosis Foundation (NOF) as the organization worked to improve its infrastructure and create new public awareness and educational programs to move closer to its goal of supporting those living with osteoporosis and preventing the disease for future generations.

Historically, NOF has served as the nation’s leading health organization solely dedicated to osteoporosis and bone health. Over the past year, NOF focused on making the internal improvements needed to maintain its position as the leading consumer and community-focused health organization dedicated to preventing osteoporosis by providing information and resources to educate the public and healthcare professionals on the risk factors, diagnosis and proper treatment for the disease.

NOF’s mission is to change the course of this disease and break the historical silence associated with it by improving the care and support available for those living with osteoporosis and educating the public on the steps they can take to prevent the disease through programs of public awareness.

We are at a critical juncture in the fight against osteoporosis. Effective treatments are available for those with the disease and through NOF’s education and awareness efforts, people of all ages are learning about the steps they can take to lead a bone healthy life by eating right and exercising to help prevent the disease. As a result, osteoporosis has never been more beatable and treatable.

As we celebrate the accomplishments made over the past year, we also know there is much more work to be done. We look forward to continuing and enhancing NOF’s efforts to eliminate this major public health threat and truly protect future generations from osteoporosis.

On behalf of NOF, we would like to thank the Board of Trustees, staff, members, partners, donors and volunteers whose support for the organization have made this progress possible.

Sincerely,

The Honorable Daniel A. Mica
Chairman

Robert R. Recker, M.D.
President
Message from the Executive Director and CEO

Every 20 seconds, an American breaks a bone as a result of osteoporosis. That means in one year alone, two million Americans will suffer a broken bone due to osteoporosis. The statistics are staggering, yet osteoporosis remains a disease that is under-diagnosed and under-treated.

That’s why it is essential to take action against osteoporosis now.

The National Osteoporosis Foundation is committed to caring for and supporting those living with osteoporosis to ensure they never feel alone or overwhelmed by their diagnosis or the effects of the disease. We also work to educate the public and health professionals on ways to diagnose, treat and prevent osteoporosis in order to build generations of strength and ultimately put an end to this debilitating disease.

With the support of our donors, sponsors and supporters, I am confident that NOF is well positioned for the future as the leading consumer and community-focused health organization dedicated to preventing osteoporosis and broken bones, promoting strong bones for life and reducing human suffering through programs of public and clinician awareness, education, advocacy and research.

At NOF, we work every day to raise awareness for osteoporosis and bone health by educating women and men of all ages and backgrounds on their risk factors and the steps they can take to prevent it by exercising and eating right. Our goal is to reduce the impact of osteoporosis by helping people of all ages maintain active, healthy and independent lives.

For the patients living with osteoporosis, we produce and update our educational resources with important information to help them preserve their bones and prevent fractures. This information comes in a wide variety of forms including print materials, handouts, frequently asked questions, as well as our many online and electronic resources.

By encouraging women and men to start conversations on bone health and family health history, our goal is to arm the next generation with the knowledge needed to keep their bones healthy and strong for a lifetime. Our hope is to raise awareness among the male population and educate them that osteoporosis is also common among men. We are working to reach pre- and postmenopausal women with the message that osteoporosis is a disease that is treatable. Through our education and awareness programs we are proving osteoporosis can be prevented, detected and treated.

Together we can break the cycle of this hereditary disease and protect future generations.

On behalf of the NOF Board of Trustees and staff, we thank you for your commitment to fighting osteoporosis.

Sincerely,

Amy Porter
Executive Director and CEO
NOF Board of Trustees

EXECUTIVE COMMITTEE
Chairman
Hon. Daniel A. Mica
Daniel A. Mica, LLC

President
Robert R. Recker, M.D., M.A.C.P, F.A.C.E
Creighton University

Vice President
Robert F. Gagel, M.D.
M.D. Anderson Cancer Center

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Ladera Management Company

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University of the Sciences in Philadelphia

Andy Carter
Visiting Nurse Associations of America

Felicia Cosman, MD
Helen Hayes Hospital

Bess Dawson-Hughes, M.D.
Tufts University

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Kaiser Permanente Downey Medical Center

David R. Drobis
Retired, Ketchum

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Duke University Medical Center

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University of Pittsburgh School of Medicine

Judith P. Hulka, APR
Public Relations & Marketing Consultant

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Yale Core Center for Musculoskeletal Disorders

C. Conrad Johnston, Jr., M.D.
Indiana University School of Medicine

David L. Kim
AARP

Michael Kleerekoper, M.D.
St. Joseph Mercy Hospital

Barbara Levin
National Health Advocate

Robert Lindsay, M.D., PhD
Helen Hayes Hospital

Kenneth G. Saag, M.D.
University of Alabama at Birmingham
(Members continued)

Carol Saline
Saline Solutions

Peter F. Schwartz
Gregory J. Schwartz & Co., Inc.

Bill Sipper
Cascadia Consulting Group, LLC

EXECUTIVE DIRECTOR AND CEO
Amy Porter

Corporate Advisory Roundtable

The NOF Corporate Advisory Roundtable (CAR) is a high-level working group with a strategic and programmatic focus on promoting bone health and identifying the factors impacting patient access to osteoporosis information and medical care.

Members of CAR work with NOF to identify gaps in patient access to information on osteoporosis prevention, detection and treatment and opportunities to better train or educate health professionals to advance the level of care available for osteoporosis patients. Together NOF and its CAR members develop programmatic initiatives to fill gaps in patient care and advance the bone health field.

Members of NOF’s Corporate Advisory Roundtable include:

AARP
Amgen
Builder, LLC
Data Centrum Communications, Inc.
Healthmonitor Network
Eli Lilly and Company
FoodCalc
GE Healthcare Lunar
Hologic

Lane Labs USA, Inc.
Medtronic
Mission Pharmacal
Novartis Pharmaceuticals
Optasia Medical, Inc.
Orthovia, Inc. (Stryker)
Pharmavite
Roche Diagnostics
Warner Chilcott
# NATIONAL OSTEOPOROSIS FOUNDATION

## STATEMENT OF ACTIVITIES

For the Year Ended December 31, 2011

(With Summarized Financial Information for the Year Ended December 31, 2010)

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>2011 Total</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE AND SUPPORT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>$1,454,269</td>
<td>$190,357</td>
<td>$-</td>
<td>$1,644,626</td>
<td>$2,066,874</td>
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<tr>
<td>Royalties and consulting income</td>
<td>345,117</td>
<td>-</td>
<td>-</td>
<td>345,117</td>
<td>845,528</td>
</tr>
<tr>
<td>Legacies and bequests</td>
<td>276,976</td>
<td>69,500</td>
<td>-</td>
<td>346,476</td>
<td>702,890</td>
</tr>
<tr>
<td>International Symposium on Osteoporosis</td>
<td>396,195</td>
<td>287,500</td>
<td>-</td>
<td>683,695</td>
<td>532,024</td>
</tr>
<tr>
<td>Annual dinner and other special events</td>
<td>235,308</td>
<td>69,135</td>
<td>-</td>
<td>304,443</td>
<td>373,273</td>
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<tr>
<td>Investment (loss) income</td>
<td>(9,652)</td>
<td>2,450</td>
<td>-</td>
<td>(7,202)</td>
<td>139,107</td>
</tr>
<tr>
<td>Donated services and materials</td>
<td>1,114,424</td>
<td>-</td>
<td>-</td>
<td>1,114,424</td>
<td>104,452</td>
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<tr>
<td>Membership dues</td>
<td>76,110</td>
<td>-</td>
<td>-</td>
<td>76,110</td>
<td>94,941</td>
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<tr>
<td>Publications sales</td>
<td>57,770</td>
<td>-</td>
<td>-</td>
<td>57,770</td>
<td>92,072</td>
</tr>
<tr>
<td>Miscellaneous income</td>
<td>11,944</td>
<td>-</td>
<td>-</td>
<td>11,944</td>
<td>24,379</td>
</tr>
<tr>
<td>Net assets released from restrictions:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction of program restrictions</td>
<td>231,509</td>
<td>(231,509)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Satisfaction of time restrictions</td>
<td>50,298</td>
<td>(50,298)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td>$4,240,268</td>
<td>$337,135</td>
<td>-</td>
<td>$4,577,403</td>
<td>$4,975,540</td>
</tr>
</tbody>
</table>

## EXPENSES

**Program Services:**

- National Bone Health Alliance | 1,593,639 | - | - | 1,593,639 | 50,680 |
- Patient education | 800,904 | - | - | 800,904 | 889,117 |
- Professional education | 861,806 | - | - | 861,806 | 807,685 |
- Public policy | 688,349 | - | - | 688,349 | 632,049 |
- Communications | 835,912 | - | - | 835,912 | 622,960 |
- Membership | 73,330 | - | - | 73,330 | 65,878 |
- Research | 12,640 | - | - | 12,640 | 558 |

Total Program Services | $4,866,580 | - | - | $4,866,580 | $3,068,927 |

**Supporting Services:**

- Management and general | 525,139 | - | - | 525,139 | 408,413 |
- Fundraising | 1,192,598 | - | - | 1,192,598 | 1,396,836 |

Total Supporting Services | $1,717,737 | - | - | $1,717,737 | $1,805,249 |

**TOTAL EXPENSES** | $6,584,317 | - | - | $6,584,317 | $4,874,176 |

**CHANGE IN NET ASSETS** | (2,344,049) | 337,135 | - | (2,006,914) | 101,364 |

**NET ASSETS, BEGINNING OF YEAR** | $5,739,832 | 830,635 | 180,012 | $6,750,479 | $6,649,115 |

**NET ASSETS, END OF YEAR** | $3,395,783 | $1,167,770 | $180,012 | $4,743,565 | $6,750,479 |
# NATIONAL OSTEOPOROSIS FOUNDATION

## STATEMENT OF FINANCIAL POSITION

December 31, 2011

(With Summarized Financial Information as of December 31, 2010)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 598,273</td>
<td>$ 3,178,172</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>79,592</td>
<td>140,390</td>
</tr>
<tr>
<td>Grants and contributions receivable</td>
<td>445,410</td>
<td>418,029</td>
</tr>
<tr>
<td>Investments</td>
<td>4,555,148</td>
<td>2,924,640</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>184,001</td>
<td>291,773</td>
</tr>
<tr>
<td>Inventory</td>
<td>122,837</td>
<td>102,303</td>
</tr>
<tr>
<td>Property and equipment, net of accumulated depreciation and amortization of $291,583 and $181,740</td>
<td>406,955</td>
<td>194,676</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$ 6,392,216</strong></td>
<td><strong>$ 7,249,983</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 908,601</td>
<td>$ 433,422</td>
</tr>
<tr>
<td>Line of credit</td>
<td>650,000</td>
<td>-</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>33,261</td>
<td>21,831</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>56,789</td>
<td>42,137</td>
</tr>
<tr>
<td>Capital lease obligations</td>
<td>-</td>
<td>2,114</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>1,648,651</strong></td>
<td><strong>499,504</strong></td>
</tr>
</tbody>
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<thead>
<tr>
<th>NET ASSETS</th>
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<tbody>
<tr>
<td>Unrestricted</td>
<td>3,395,783</td>
<td>5,739,832</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>1,167,770</td>
<td>830,655</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>180,012</td>
<td>180,012</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>4,743,565</strong></td>
<td><strong>6,750,479</strong></td>
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</tbody>
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<tr>
<td></td>
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</tbody>
</table>