



FARE

2020

IMPACT REPORT



Dear Friends of FARE,

Thank you for your incredible donations and support during a pivotal year. As the world's leading non-governmental organization engaged in food allergy advocacy and the largest private funder of food allergy research, we made enormous strides and significant impacts as we increased our commitment to food allergy research, education, advocacy and awareness despite the challenges of the pandemic.

As of today, we have secured \$85 million towards our \$200 million fundraising and awareness campaign. Front and center in this great accomplishment is the Voice of the Patient as FARE hears and amplifies the stories that patients and families share about the impact of food allergy on their daily lives. FARE is inclusive and diverse in all we do, launching a multi-sectoral diversity, equity, inclusion and access (DEIA) program to ensure the availability of care and therapies for underserved and underrepresented communities, and elevating their voices as decisions are made. We also established the Voice of the Patient Roundtable, from which we will build a blueprint for access that not only will benefit the food allergy community but also will provide a viable framework for other patient advocacy organizations.

With more than 150 activists from across the country, we walked the halls of Congress to promote the Food Allergy Safety, Treatment, Education and Research Act (H.R. 2117/S. 3451), which would remove research barriers and elevate sesame as the ninth labeled allergen. We also more than tripled our grassroots advocacy network to 46,000 and growing. Our work has led to real momentum for advancing our advocacy goals in the new administration and 117th Congress.

We relaunched the FARE Clinical Network, prioritizing dollars and increasing the network to include 50 academic and clinical institutions to engage in transformational and collaborative research and clinical trials. We launched the FARE Biobank and Biomarker Discovery Center and the precedent-setting early introduction and food allergy prevention study Start Eating Early Diet (SEED) with Northwestern University; co-funded the Stanford-led COMBINE study; and announced a game-changing \$15 million gut-brain axis research grant with the Food Allergy Science Initiative at the Broad Institute of MIT and Harvard.

Following the conclusion of a two-year, three-part study conducted alongside leading research partners, FARE learned our community extends far beyond the 32 million Americans living with food allergy and includes 85 million Americans who avoid buying products containing the top nine allergens. We are using new voices, channels and platforms to reach larger audiences and attract collaborators while broadening engagement through the launch of the Living Teal™ Channel, the Living Teal™: At the Table With FARE podcast, the Baby's First campaign, and two highly successful virtual conferences that connected more than 20,000 people: the Contains: Courage® Research Retreat and the Living Teal™ Global Summit. In total, our programming resulted in more than 5.5 billion media impressions as engagement and interest in food allergies grows worldwide.

We are well-positioned to continue the great progress of 2020 into the coming year despite circumstances that have enveloped every corner of our globe. FARE will see its public-private partnership efforts blossom through our SEED, brain-gut axis, and DEIA initiatives as well as the first clinical trials developed for the expanded FARE Clinical Network and Data Commons. Key to our mission, our education programs are stronger than ever with the launch of our learning management system and FARECheck™ Instructor Training (FIT) program and with the continued growth of our College Program. And we look forward to building and launching the Living Teal™ Marketplace, a multifaceted commercial enterprise to support our community.

I am so proud of all we have accomplished this year and look forward to an exciting and productive 2021. Together, we will continue to make meaningful strides to achieve our central mission to improve the quality of life and the health of individuals with food allergies and to provide them hope through the promise of new treatments.



Regards,

A handwritten signature in black ink that reads "Lisa Gable".

Lisa Gable
Chief Executive Officer

FARE'S MISSION

At FARE (Food Allergy Resource & Education) our mission is simple: Improving the life and health of Americans with food allergies and providing hope for the promise of new treatments.

FARE's commitment to research, education, advocacy and awareness is essential to living out our mission.



FARE IN 2020: BY THE NUMBERS



More than **5.5 billion** media impressions



\$85 million committed against \$200 million five-year campaign



More than **100,000 patients** served across **50 FARE Clinical Network sites**



46,000 passionate grassroots advocates recruited for local change



43,550 viewers of educational e-learning events



20,000 people connected through Living Teal™ Global Summit and Contains: Courage® Research Retreat



93 House FASTER Act co-sponsors (Passed the House of Representatives, November 17, 2020)



5 Senate FASTER Act co-sponsors

Social growth: **50% increase**

Engagement increase: **220% increase**

19 million social media impressions

1.3 million unique FoodAllergy.org visitors

16% FARE database growth



HELPING THE FOOD ALLERGY COMMUNITY LIVE ITS BEST LIFE

Introducing the Living Teal™ Brand

FARE has been dedicated to expanding beyond traditional vehicles. We launched the Living Teal™ brand to build and embrace the broader food allergy community, with fun and engaging lifestyle content designed to share tips, recipes and heartwarming stories about how we can all live our best lives by Living Teal. These platforms allow us to offer community while presenting information in new and entertaining formats, emphasizing what's most important in a much more engaging way than is possible through the status quo.



Living Teal™ Global Summit

When COVID-19 made it impossible to gather in person, FARE created a virtual gathering for nearly 2,300 friends,



LIVING TEAL™ GLOBAL SUMMIT
FARE | 2020
Food Allergy Research & Education OCTOBER 1-3

with sessions that yielded nearly 720,000 impressions from allies worldwide. FARE's 2020 Living Teal™ Global Summit reached more people than ever before, garnering our highest attendee numbers to date. Experts, advocates, influencers in our new Friends of FARE network, and members of the food allergy community came together on an interactive digital platform. Three days of programming were emceed by television host and food writer Ali Khan, and our roster of speakers reflected FARE's Living Teal™ initiative to build and embrace our broad food allergy community. Topics ranging from food, entertaining and travel to cultivating resilience and caring for infants were covered in presentations by chefs Simon Majumdar, Leslie Durso, Owen Osborne and David Rose; athletes Shannon Miller, Olympic Gold medal-winning gymnast, and Rashad Jennings, former NFL running back; and actresses Heather Brooker, Holly Robinson Peete and Tracy Stumpf. We also heard from individuals and caregivers managing food allergies as well as researchers, healthcare providers, mental health professionals, food safety experts, educators, advocates, influencers and leaders in the food allergy community. Our extended impressions and engagement with the virtual format highlight our opportunities to welcome more people into the FARE community.



The Living Teal™ Channel

The Living Teal Channel embodies and embraces the power of influencers and great communicators, which is why we've partnered up with some of the brightest luminaries in food, health, fitness and advocacy to launch the Living Teal™ Channel on YouTube and build the Friends of FARE network. Through both, we share content centered around life's biggest events and holidays, featuring leading foodie influencers, TV personalities, health experts and more. In only two months, the Living Teal™ Channel has more than 320,000 impressions and 26,000 video views. We've worked with our new talent and partners to create deeply engaging, shareable and wildly entertaining food-centric content filtered through the lens of allergens, substitutions, early introduction and safety. The Friends of FARE influencer network reaches new viewers daily and has expanded the FARE audience by 1.9 million in 2020.

Living Teal™: At the Table With FARE

In June 2020, FARE published groundbreaking research profiling the food allergy consumer. Following two years of research alongside partners at Northwestern University Feinberg School of Medicine, Ann & Robert H. Lurie Children's Hospital of Chicago, McKinsey & Company and Global Strategy Group, FARE discovered that 85 million Americans live each day impacted in some way by food allergy or food intolerance. This finding, which revealed a need and an opportunity for FARE to engage, inspired our podcast, Living Teal™: At the Table With FARE. Driven by a desire to share with our community and to create a hub of engagement where guests and listeners feel they can discuss broader topics affecting everyday life, our show provides engaging

conversation and shares key tips for daily living, including a special focus on living with, or caring for someone with, food allergies. Each episode educates and entertains our audience, bringing together experts, influencers and personalities to discuss today's most pressing and topical issues. In just its first hundred days, the podcast has grown steadily with more than 2,000 downloads across all platforms—a direct reflection of the FARE community's steadfast commitment and engagement.





By bringing together research, education, advocacy and awareness in a fully integrated approach to extend our mission, FARE has reached new people to drive greater impact for the food allergy community.

Prevention: Halting the Rise of the Disease

FARE is committed to reversing the rising prevalence of food allergy. New research led by FARE's Chief Medical Officer (CMO) for Public Health, Ruchi Gupta, MD, MPH, shows that just 30 percent of U.S. pediatricians are fully sharing early peanut introduction guidance with new parents. No guidance has been developed to halt the rise of the remaining top food allergies. Taking action to increase awareness of the benefits of the early introduction of food allergens, FARE launched a comprehensive set of early introduction and food allergy prevention initiatives. This transformational program aims to reduce the growth of potentially life-threatening food allergies among infants and young children and slow the rise of food allergies overall.

- **SEED: Exploring Early Introduction to Better Inform Physicians, Parents and Government**

Grounded in the success of the 2015 Learning Early About Peanut Allergy (LEAP) study and bolstered by the support of top-caliber partners, FARE launched the Start Eating Early Diet (SEED) program. Alongside Northwestern University Feinberg School of Medicine, Ann & Robert H. Lurie Children's Hospital of Chicago, Children's Hospital Colorado, Massachusetts General Hospital, and University of Chicago Medicine, the SEED study will explore the potential benefits of early introduction of multiple allergenic foods—specifically peanut, egg, dairy, cashew, soy, almond and sesame—in a racially, ethnically and socioeconomically diverse sample of infants.

How SEED Will Change Food Allergy: To address the challenges limiting previous studies, Phase One of the SEED study kicked off in November 2020 with a national survey to assess attitudes, barriers and needs relating to the early introduction of allergenic foods. Age-appropriate foods and recipes will be provided to infant caregivers to ensure that cost and access do not limit participation. In addition to babies at average risk of food allergy, high-risk infants will be enrolled to precisely evaluate the effectiveness of systematic feeding of multiple allergenic foods for allergy prevention.

“The SEED study stands to forever change the way parents are guided by physicians and food companies to feed their children, bending the curve on what’s been a growing yet surprisingly silent pandemic of anxiety.”

— Peter Kolchinsky, PhD,
lead funder of the SEED program



● **Baby's First: A User-Friendly, One-Stop Resource for New Parents Everywhere**

Working closely with pediatrician and FARE Chief Medical Officer (CMO) for Public Health, Dr. Ruchi Gupta, and other expert health professionals, we created and built a platform that delivers the absolute best information to expectant parents when it comes to babies and food allergy. Babysfirst.org is just that—a user-friendly, one-stop resource for new moms and dads to get the information they need to make the best choices for their baby. The impact and potential of Baby's First is noteworthy:

- With an average of 3.7 million babies born each year in the U.S., Baby's First can potentially reach millions of American families who may not be aware of the evolving research around the introduction of allergens to newborns and toddlers.
- The launch of the Baby's First campaign using organic and paid media reached more than 5 million people and produced 105,243 results (clicks) across all platforms, educating new parents across social media, digital advertising, media outreach and search.
- More than 90,000 unique visitors have logged onto the site since the launch, and FARE continues to collect information from new moms, health professionals and others interested in the topic.
- Building a broader community, FARE partnered with Lydia Paek, a K-Pop star with more than 277,000 social media followers. Through engaging video content to launch in Q4 2021, we are documenting her experiences as she feeds allergens to her newborn.
- Exploring tech partners in the space, FARE will continue to extend our easy-to-understand messages to diverse audiences.

● **Prevention Messaging Delivered to Providers and Communicators to Maximize Impact**

Medicine and research are at the core of FARE's existence, and the healthcare community plays a critical role in preventing and ending food allergy. FARE senior advisor Carina Venter, PhD, RD, and FARE CMO for Public Health Ruchi Gupta, MD, MPH, presented to 50 nutrition experts at the Nutrition Trends Forum, the nation's only meeting that brings together leading experts in nutrition writing, media and communications, including Academy of Nutrition and Dietetics spokespeople and top digital influencers in food and nutrition. Dr. Ruchi Gupta also presented at the American Academy of Pediatrics (AAP) 2020 Virtual National Conference to nearly 1,700 pediatricians in attendance.

● **Early Introduction for a Healthier America**

Every five years, the U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) update the Dietary Guidelines for Americans (DGA), designed to help Americans eat a healthier diet. As the leading voice in food allergy prevention, FARE gathered advocates to provide verbal and written testimony to USDA and HHS showcasing the benefits of early introduction of allergens and encouraging additional consideration for early allergen introduction in the 2020-2025 DGA. Our message to the agencies was clear and simple: include recommendations for infants at high risk of developing food allergy, and underscore the importance of not delaying potentially allergenic foods in the first year of life.



Showcasing the Prevalence of Food Allergy Through Updated Research and Defining the American Food Allergy Consumer

85

MILLION AMERICANS
(one in four) avoid products containing one or more of the **Top 9 food allergens** and spend



\$19
BILLION
annually

32

MILLION AMERICANS
are at risk for anaphylaxis, a **life-threatening allergic reaction**, due to a food protein



53% want clearer and consistent food allergen labeling

71%

of consumers who avoid Top 9 allergens check food labels every time they shop, some for three to five minutes per product

68%

More than two-thirds of these consumers trust allergy-friendly brands

27%

The compound annual growth rate for allergy-friendly food

Advancing its mission to improve the lives of those with food allergy, FARE embarked on a two-year research project with best-in-class research partners McKinsey & Company, Northwestern University and Global Strategy Group. Released in June 2020, the studies unveiled findings critical to defining the food allergy consumer journey. While 32 million Americans are living with food allergies, the halo effect extends to nearly triple that number, with more than 85 million—one in four Americans—being impacted by food allergies and intolerances. This finding not only reveals a prized \$19 billion market opportunity for consumer packaged goods companies, but also sheds light on the crucial need to adopt clear and transparent labeling.

FARE is working collaboratively with food manufacturers and food allergy advocacy organizations to develop a new, standardized, voluntary food allergen precautionary labeling system, institute consistent nomenclature across all points of customer contact, and support the new label with an informational and educational campaign geared toward individuals and families from diverse socioeconomic backgrounds to help consumers make informed decisions when they shop. FARE has held more than 50 briefings and has communicated the findings of this impactful study to more than 200 food manufacturers, associations and government agencies.





Creating a “Blueprint for Access” for Underserved Communities

Research has shown that racial, ethnic and income disparities exist among the 32 million Americans living with food allergies. In order to advance conversation and collaboration to ensure that all patients have seats at the table and their needs are met, FARE has initiated programs to elevate the voice of the food allergy patient, establish community leadership and enhance access to care, with the goal of developing holistic and real-world solutions for people living with food allergy.

- **Prioritizing Diversity and Inclusion Efforts From the Inside Out**

FARE has been working to expand its team and build on its internal diversity initiative. Since 2018, the FARE team has become more inclusive and diverse, with nearly 70 percent of the organization’s roles staffed by women and a third by individuals who identify as persons of color. As the organization continues to evolve and further advance its diversity and inclusion strategy, FARE has established key leadership roles relating to these important efforts, including Chief People Officer, Vice President for Voice of the Patient and Education, and Chief Medical Officer for Public Health.

- **Leading Through Change and Establishing an Action Plan**

Building on the diversification of FARE’s leadership and boards, we launched a multi-sectoral diversity, equity, inclusion and access (DEIA) program to ensure access to care and therapies for underserved and underrepresented communities and to elevate their voices as decisions are made. This includes our first-ever Voice of the Patient Roundtable series, a facilitated conversation among thought leaders seeking to build a consensus framework for addressing the individual, institutional and systemic barriers to accessing safe food, affordable care, and innovative treatments, particularly for Black, Hispanic and Indigenous people. Our work during this series will culminate in the development of a Blueprint for Access report in early 2021, further positioning FARE as a leader among patient advocacy organizations and on issues relating to equity and access. This blueprint represents a breakthrough model that will benefit both the food allergy community and other patient advocacy organizations.

- **Identifying Key Issues, Educating and Advocating**

Announced in June 2020, the Advocacy Advisory Committee works closely with FARE’s public affairs team to support our Advocacy program’s collaborations with federal government agencies and legislative leaders and to counsel FARE on all outreach efforts and events. The Advocacy Advisory Committee also provides strategic guidance on important issues, including the ability to access, choose and afford safe food and medical care and the impact of food allergies on federally funded nutrition programs.

- **Inspiring Changes One Community at a Time**

FARE is strengthening our focus on local support within underserved and low-income communities by launching the **FARE® Community Access Initiative**. This will be piloted through a partnership with a community-based organization in the Newark, NJ, region. Working together, we will identify local priorities for food allergy awareness, training and support programs. This program will inform future initiatives in other communities.

- **Breaking Down Barriers to Access**

FARE is broadening the demographics represented in the FARE Patient Registry to develop a data resource that is more reflective of the diverse food allergy community. Increasing the diversity of the Patient Registry to better represent the community can also enable better representation in patient recruitment for clinical trials, enhancing care and patient access as a result. There are two current initiatives underway:

FARE Diversity Grant: FARE has offered grants to select FARE Clinical Network sites to facilitate the development of a racially diverse registry of food allergy patients. The grants will be used to assist with Registry recruitment within the clinics to enroll demographically representative participants.

FARE Patient Registry Diversity Task Force: FARE has assembled a Patient Registry Diversity Task Force with several other FARE Clinical Network investigators at sites that have a diverse patient population. The goal of the Task Force is to envision, develop and pilot programs that create opportunities for patients to inform the standards of care and welcome diverse patients to participate in medical research and the FARE Patient Registry. We will then roll out these programs at select FARE clinics to test their effectiveness.

Undeterred Amid the Pandemic: Steadfast in Support of the Community

As anxiety heightened and cases of COVID-19 continued to climb in spring 2020, FARE showed its unwavering commitment to the community by providing information that could meet evolving needs. By working hand in hand with experts in medicine and leaders in government, FARE ensured that our constituents were supported and their voices were heard. FARE worked with media outlets and reporters on our efforts in response to the pandemic, leading to headlines in The New York Times, Orlando Sentinel, Chicago Tribune, The Hill, The Washington Post, Allergic Living and other leading media outlets.

● **Creating Accessible COVID-19 Resources**

Our leaders worked collaboratively across departments to create a COVID-19 resource hub on foodallergy.org that addressed, among other critical topics, access to safe foods for those with food allergies and their families, expert medical and mental health advice, information on food and medication assistance programs, a support group locator and more.

● **Offering Emergency Care Guidance**

Dr. Thomas B. Casale, Distinguished Chairman of the FARE Clinical Network and Professor of Medicine and Pediatrics at the University of South Florida, published a paper in the *Journal of Allergy and Clinical Immunology: In Practice*, “Acute At-Home Management of Anaphylaxis During the COVID-19 Pandemic.” Recognizing that in-home treatment may be the safer course of action for many food allergy patients during COVID-19, Dr. Casale and his co-authors provided a revised anaphylaxis management algorithm that resulted in coverage in 125 media markets from across the country.

● **Linking Government and Community**

When the U.S. Food and Drug Administration (FDA) announced it was relaxing food labeling requirements due to potential global food supply shortages associated with COVID-19, FARE successfully led a grassroots campaign encouraging advocates to submit comments to the FDA and to lobby government leaders, key industry groups and more than 30 food companies and organizations to be fully transparent about any ingredient changes to their products. Our efforts yielded thousands of comments from the food allergy community. In addition, to ensure transparency of any and all labeling-related developments associated

with our ongoing conversations with the FDA and food companies, FARE regularly produced videos that were housed on foodallergy.org within the COVID-19 resource hub and shared across social media.

● **Speaking Out for the Food Allergy Community in Schools**

Changing school reopening guidelines issued by the Centers for Disease Control and Prevention (CDC) inadvertently overlooked the unique concerns of the food allergy community. FARE activated its grassroots network to protect the needs of millions of food-allergic children by lobbying the CDC and by letting state and local education officials know that precautions taken during COVID-19 must also protect the needs of children with food allergies.

● **Providing Trusted Resources for an Extraordinary School Year**

Recognizing that key annual milestones, including the back-to-school season and Halloween, would look different this year, FARE proactively sought to help our community navigate these important life events safely. To address safety at school, FARE reached over 3.5 million people with a campaign that developed classroom toolkits with essential resources for parents to help ensure that the needs of their children were being met in this new school environment.

● **Bringing Teal Pumpkin to New Audiences With New Voices**

FARE continued to encourage a safe and inclusive Halloween with the Teal Pumpkin Project by encouraging households to offer non-food trinkets and toys to trick-or-treaters, but the popular program evolved for 2020 as socially distanced alternatives to traditional trick-or-treat door knocking were necessary. FARE encouraged the community to take the Teal Pumpkin Pledge to share their commitment to keep Halloween safe, and offered unique and safe Halloween ideas from Emmy Award-winning journalist Heather Brooker, a Friend of FARE, through dedicated content on the Living Teal™ Channel and an episode of the Living Teal™: At the Table With FARE podcast.

Halloween may have looked a little different, but our efforts to raise awareness of the Teal Pumpkin Project and food allergy resulted in media coverage coast to coast, including stories in national outlets (Better Homes & Gardens, Parents, Forbes), trusted food allergy trade outlets (Allergic Living, SnackSafely.com), and media reaching new and valuable audiences (Smithsonian) totaling 343 million impressions over six weeks.



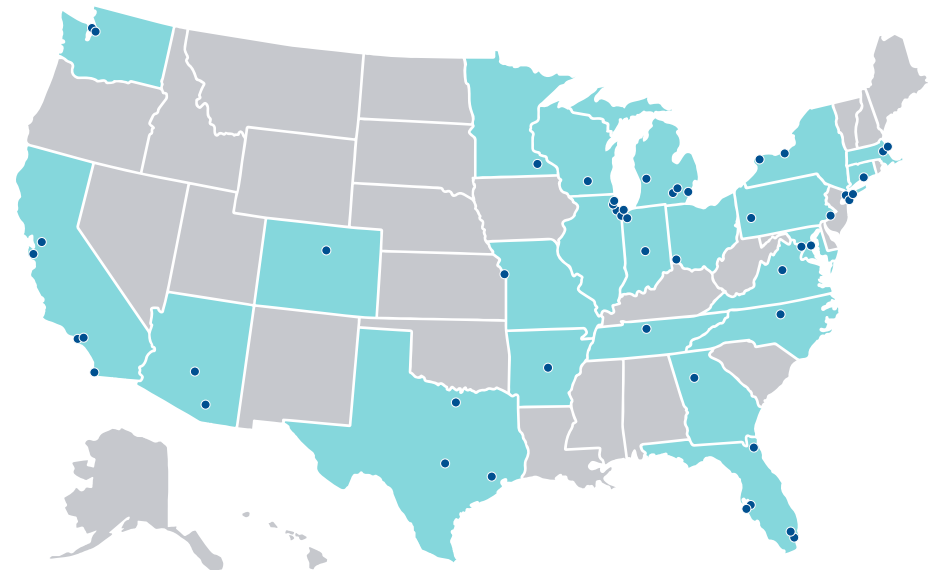
FARE Clinical Network

This year was pivotal for the **FARE Clinical Network**. By prioritizing dollars and expanding the network to include 50 academic and clinical institutions, we are expanding treatment options for the 32 million Americans living with potentially life-threatening allergies. FARE recognized the unique opportunity to improve patient access to exceptional care and groundbreaking research. Originally established in 2015 with a nationwide coalition of 22 food allergy centers, the FARE Clinical Network has aimed to accelerate the discovery of new food allergy therapies and to make cutting-edge care and clinical research accessible to more food allergy patients. During the Network's first five years, its centers have participated in more than 44 clinical trials in food allergy, including the trials that led to the development and market release in January 2020 of an FDA-approved treatment for peanut allergy. The expanded Network establishes a next-generation model of patient care and research that builds on the strengths of each participating institution to deliver innovative solutions for patients and their families.

Leading the Fight to End Food Allergy Through Groundbreaking Research

With more than \$110 million committed to research, FARE is nothing short of the leader in the biology and mechanisms of food allergy, driving innovation in prevention, diagnosis, management and treatment. In 2020, we made game-changing strides by establishing the foundational infrastructure needed to broaden and accelerate food allergy science and care, and by launching breakthrough studies that take a holistic view of food allergies and the needs of those living with the disease, all with four key strategic implementation goals top of mind:

- 1. Achieving long-term desensitization to multiple allergens**
- 2. Developing preventative therapies**
- 3. Assessing and monitoring disease activity**
- 4. Understanding disease biology**





In 2020, FARE added to its research infrastructure with the establishment of the **FARE Biobank and Biomarker Discovery Center**, which builds on an existing biobank located at Cincinnati Children's Hospital Medical Center. FARE Clinical Network researchers will be able to access current and future banked biological samples to support their programs of research. Network centers will contribute to the Biobank and Biomarker Discovery Center de-identified biological samples linked to electronic medical records data to create an exceptional tool for food allergy research.

To further expand the tools available to researchers, including those in the FARE Clinical Network, FARE is collaborating with the Center for Food Allergy and Asthma Research (CFAAR) at Northwestern University to develop the **FARE Data Commons**, which will enable medical entities around the globe to share data through a single point of contact. Development of the FARE Data Commons will evolve over five phases. During 2020's Phase One launch, FARE helped establish the first-ever food allergy data dictionary, which will set the foundation for data standardization and interpretation of patient EMR in food allergy.

The **FARE Patient Registry** was launched in May 2017 and has quickly become the largest registry capturing the food allergy disease patterns of children and adults, with nearly 12,000 participants. FARE is working to expand both the Registry's size and its demographic diversity to ensure this resource reflects the whole food allergy community. Additionally, FARE is developing a mechanism which would allow the nearly 12,000 enrollees to act as a sounding board as we field-test a broad range of initiatives. This real-time feedback can help shape research, products and programs moving forward.



FARE Patient Registry

Groundbreaking Studies

Learning More About the Interaction Between the Gut and Brain

FARE is about more than seeking new treatments for those with food allergies. We strive to take a holistic view of the disease. FARE is partnering with the Food Allergy Science Initiative at the the Broad Institute of MIT and Harvard on an unprecedented research program that will bring together experts from two very distinct fields—immunology and neurobiology—to reveal neuroimmune interactions, regulations and checkpoints in food allergy. By collaborating with the Broad Institute, FARE continues to bring world-renowned institutions, cutting-edge technology and leading researchers onto its team, expanding the opportunity for future discoveries that culminate in the development of novel food allergy treatments.



Replacing the Oral Food Challenge

A key organizational priority is to identify a new diagnostic test that is accurate, reliable and available to all. To that end, FARE is launching a three-pronged, multi-million-dollar competition, the FAITH (Food Allergy Identifier, Testing Humanely) Challenge, to replace the current clinical standard, the oral food challenge (OFC). Establishing a

new gold-standard test for diagnosing food allergy and assessing tolerated food allergen thresholds would eliminate one of the largest barriers to care. We aim to achieve widespread clinical implementation of a laboratory-based diagnostic test by 2023.

Predicting Impact and Monitoring the Disease

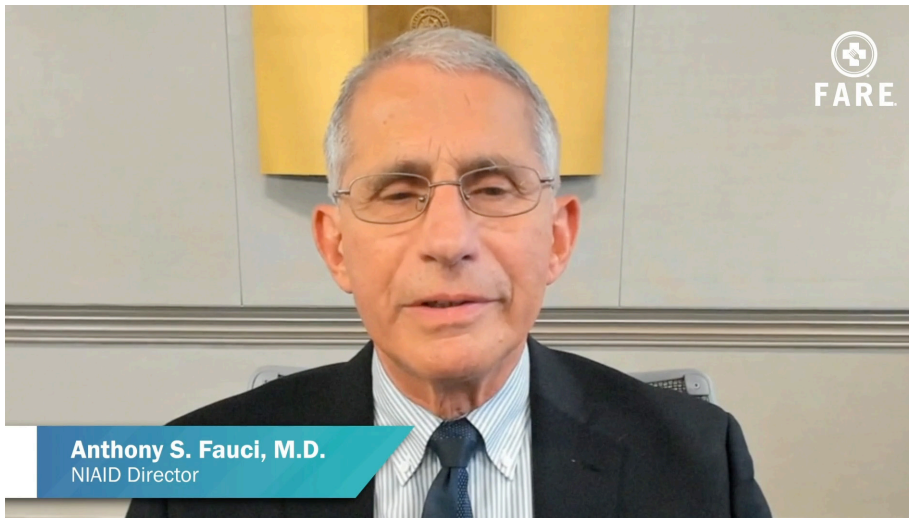
FARE's Biomarker Research Grant is focused on identifying and validating novel food allergy biomarkers that will advance many aspects of food allergy research, from predicting patient outcomes to monitoring the impacts of disease and treatment, developing possible therapies, and beyond. In 2020, FARE partnered with Janssen, a pharma division of Johnson & Johnson, on an innovative matching-grant program that will accelerate biomarker-based food allergy research and drug development.



CONTAINS: COURAGE® RESEARCH RETREAT

On September 21 and 22, the 2020 Contains: Courage® Research Retreat marked the first time that FARE’s yearly scientific meeting was open to the public, on a virtual platform, to attract researchers, academia, government entities and industry investigators from around the world to share their latest findings. In addition, the FARE advocacy team, during the COVID-19 pandemic, secured a special appearance at the event by Dr. Anthony Fauci, Director of the National Institute of Allergy and Infectious Diseases (NIAID). Our Research Retreat generated more than 29,000 views from an international audience.

FARE continues to validate our efforts with publications of our research, clinical studies and educational guidance. To see a full listing of publications by FARE experts, visit foodallergy.org/2020publications.



Anthony S. Fauci, M.D.
NIAID Director

SUPPORTING ALL WHO ARE AFFECTED BY FOOD ALLERGY

FARE puts the voice of the patient at the center of every decision we make by listening to our community and how they articulate the impact food allergy has on their daily lives. FARE’s educational programs, resources and materials are created in collaboration with medical and healthcare experts who support our mission to improve the life and health of those living with food allergy. In applying the expertise of our medical advisors, academic partners and FARE Clinical Network members and in amplifying the voices of food allergy patients and families, FARE educates the broader consumer and professional communities to raise awareness of food allergy while creating a safer, more inclusive world for all those managing this disease.





Food Allergy Academy: Improving Information Availability and Access

In 2020, FARE saw an opportunity to enhance our educational resources with the launch of the Food Allergy Academy, a new learning management system that delivers online courses, interactive training and educational content and offers live and on-demand educational programming for food allergy patients and families as well as for the professionals who support them, including healthcare providers, foodservice providers, registered dietitians and educators.

- FARECheck Instructor Training (FIT):** This virtual, two-hour course trains foodservice professionals in educational settings (pre-K through college) to become FARE-recognized instructors eligible to deliver FARE-developed training to their foodservice staff. To enhance the quality of life for food allergy patients in underserved communities, FIT offers full scholarships to Title I schools and has provided scholarship-funded training to school districts that serve over 180,000 students.
- Pediatric Food Allergy Course:** Presented by FARE senior advisors, this nine-month online program prepares dietitians to provide expert care and nutrition guidance to children and families managing IgE- and non-IgE-mediated pediatric food allergies. The initial offering for 25 students sold out quickly, and a second class was added to meet demand; 100 people remain on the waiting list.

Educating Health Professionals

There is a clear deficit in food allergy awareness and training for healthcare professionals, so we focused on solving this problem.

- The Journal of Food Allergy: A Food Allergy Primer 2020**, co-authored by members of the FARE Clinical Network, is a comprehensive roadmap for optimal patient care to educate medical and public health professionals. It has been distributed to 5,000 allergists in the United States and elsewhere in North America. In addition, copies have been sent to all allergy and immunology training programs in North America.
- FARE worked closely with medical experts to develop and launch **Your Guide to Food Allergy**, a free resource for healthcare professionals to share with their patients at the crucial time of diagnosis. These materials, available in English and Spanish, will impact the care of an estimated 35,000 or more new food allergy patients between Q4 2020 and Q4 2021 with online and offline resources dedicated to helping patients recognize and respond to anaphylaxis, read food labels and create an emergency care plan.

Your Guide to Food Allergy

Learning that you or your loved one has a food allergy can be scary and stressful. Food allergies are serious, but you can learn how to manage them safely.

Meet FARE
Food Allergy Research & Education

FARE (Food Allergy Research & Education) is the leading non-profit group advocating for people with food allergy, raising awareness of the disease, and educating the community and the public to help patients stay safe. FARE is also the largest private funder of food allergy research.

Go to foodallergy.org/newtofoodallergy for all the resources you need to learn about living well with food allergies.

FARE (Food Allergy Research & Education) is here for you and the 32 million Americans with food allergy. On the journey from diagnosis to living well with food allergies, you are not alone. We're here to help, every step of the way.

STEP ONE

Educate Yourself and Others About Your Food Allergy

What is a Food Allergy?

Food allergy happens when your body's immune defenses that normally fight disease attack a food protein instead. The food protein is called an **allergen**, and your body's response is called an **allergic reaction**.

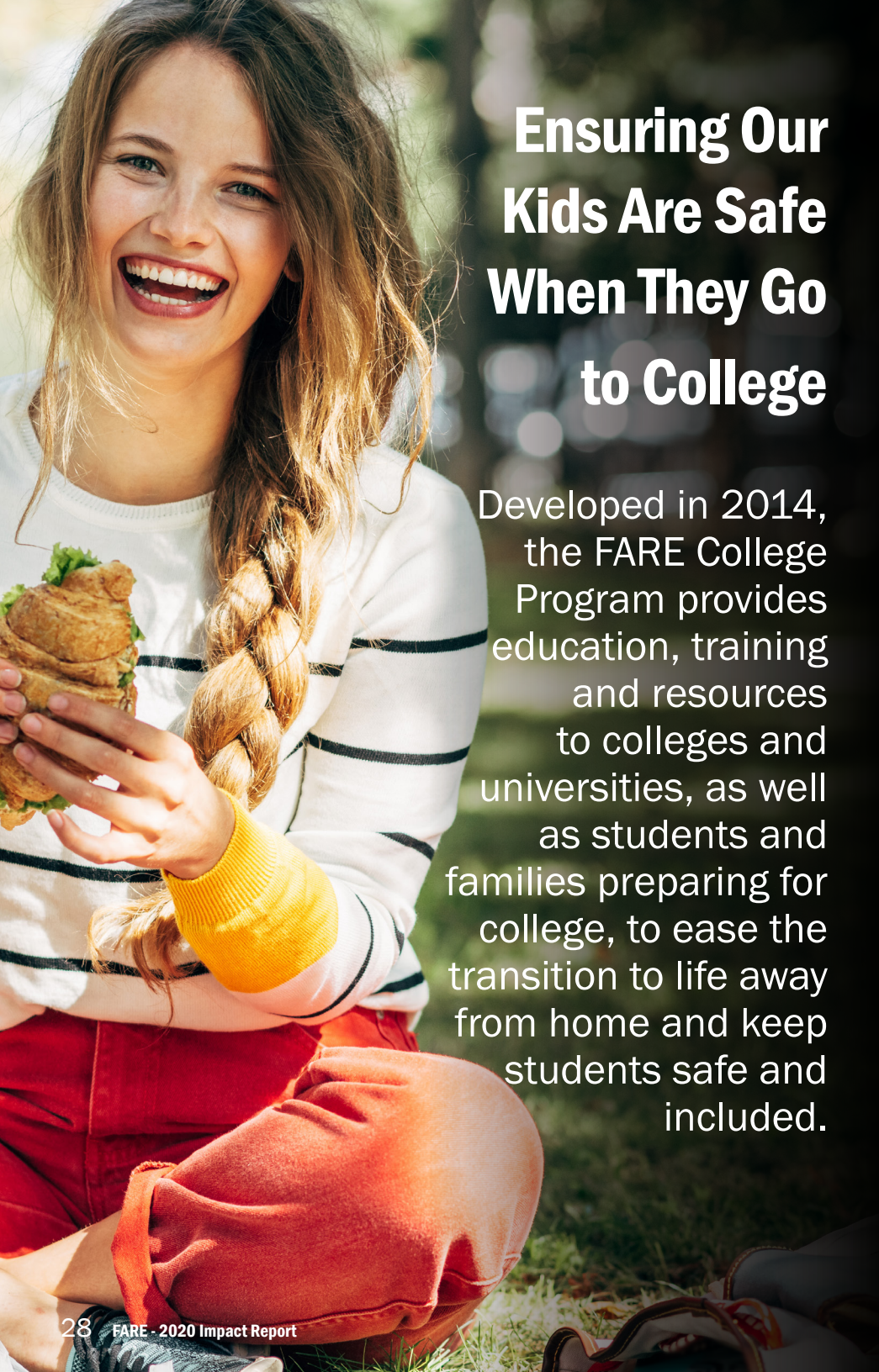
A person with food allergy makes too much of a protein called **IgE** that can recognize the problem food. When the IgE and the food come into contact, a chemical called **histamine** is released and causes symptoms.

People can be allergic to any food, but **nine foods cause most food allergy reactions in the U.S.**

milk	egg	wheat
finned fish	shellfish	peanut
tree nuts	soy	sesame

Three Important Things You Should Know

- Always carry two epinephrine auto-injectors with you**, and learn how and when to use this life-saving medicine. In a serious reaction, seconds count!
- Not all reactions are the same.** You can have a life-threatening reaction to your problem food, even if you've never had a serious reaction before.
- Any amount of a problem food can cause a serious reaction.** The only way to prevent a serious reaction is to avoid the food entirely.



Ensuring Our Kids Are Safe When They Go to College





Developed in 2014, the FARE College Program provides education, training and resources to colleges and universities, as well as students and families preparing for college, to ease the transition to life away from home and keep students safe and included.

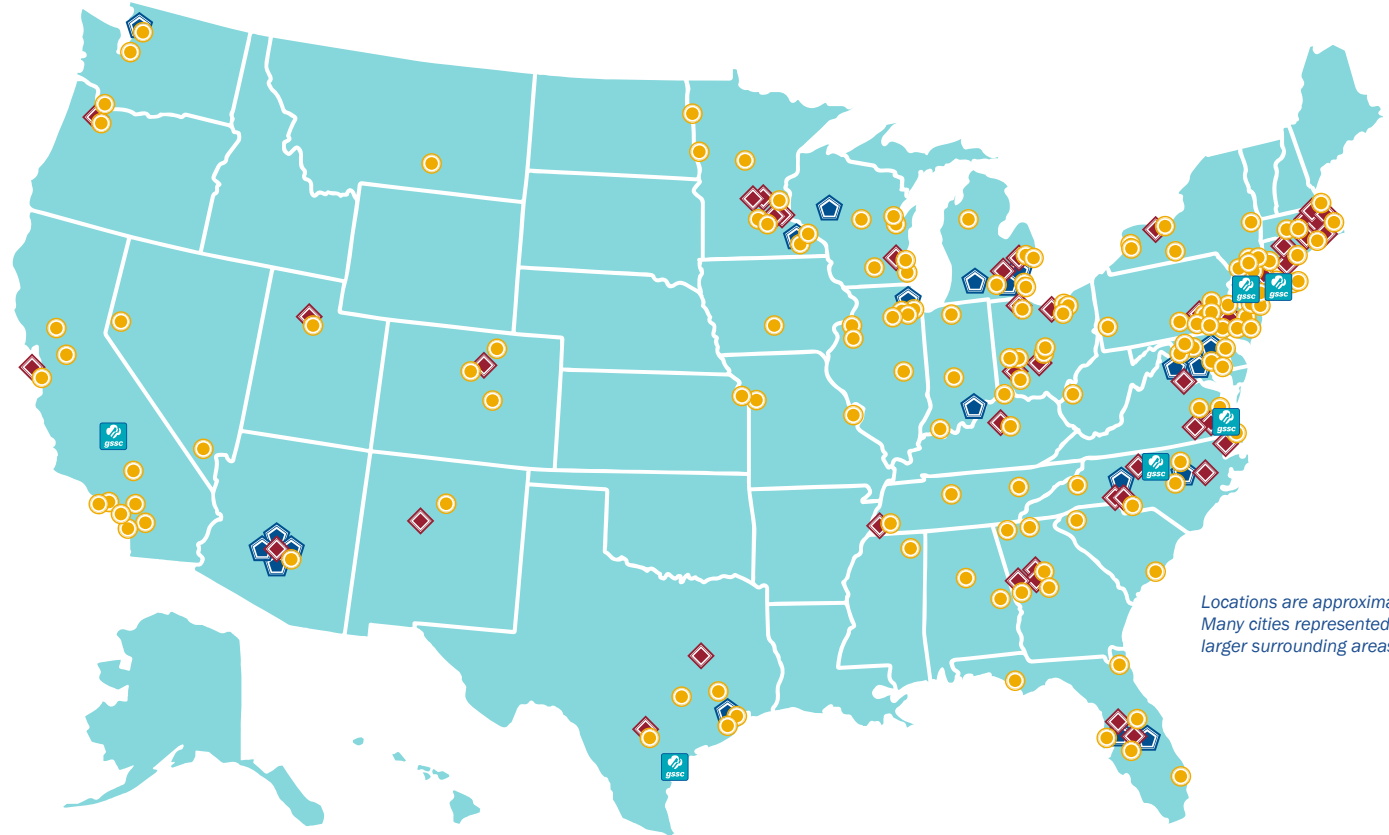
In a year of uncertainty, two 2020 events reinforced FARE's role as the leading authority in college food allergy safety:

- The inaugural **FARE Campus Awards** solicited nominations for Best Campus Dining and Community Choice, recognizing schools that do all they can to offer creative, inclusive and well-labeled food options for those on campus with life-threatening food allergies. The Best Campus Dining award went to Michigan State University after a rigorous judging panel of FARE executives and food-allergic students evaluated more than 20 nominations. The Community Choice Award winner, Baylor University, was selected by the public in a contest that drew 30,000 votes—a testament to the engagement and passion of students with food allergies and their allies.
- Held virtually in early November, **FARE's College Summit 2020** brought together more than 280 higher education foodservice leaders representing dozens of institutions for three days of interactive sessions and a mixture of live and on-demand content addressing allergy-friendly menus, food allergy and disability law, understanding supply chain and quality control, menu transparency and more. This event grew in attendance by more than 360 percent versus 2019.



Education Grassroots

-  Collaborator Community Impact Awards
-  Community Outreach Award
-  Girl Scout Food Allergy Awareness Patches
-  Support Group



Supporting Our Families in Every Walk of Life

FARE’s educational initiatives soared to new heights in 2020, showcasing the depth of our programming and capacity to reach those beyond our immediate community, furthering our specific educational goals while also advancing our overarching aims in research, advocacy and awareness.

- **FARE e-Learning Events** reached a record 43,550 viewers—in part by leveraging Facebook Live as a new viewing platform for all webinars, extending the life of the content and engaging more members of the food allergy community who are looking for quality resources, practical knowledge, and advice on a wide range of topics that affect their lives.

- The **FARE Support Group Leader Program** has grown to include 143 FARE-Recognized Support Groups, reaching 30,000 members. Our next goal is to add new diverse members and groups. The program evolved this year with a monthly bulletin specifically curated for the Support Group Leaders and a quarterly training program to help Support Groups grow their communications and reach.

- The **FARE Collaborator Program** grew by 111 organizations this year, making a grand total of 281. Since its establishment in 2018, the program has expanded to potentially reach 53 million Americans.
 - FARE offered 20 grants of up to \$750 to National PTA (Parent Teacher Association) and National Association of School Nurses members serving Title I/Title I-eligible schools. Reaching over 75,000 students, the awards funded materials or training with a focus on food allergy education or programs built to enhance the safety and inclusion of students with food allergies.

“We are so excited that [FARE Collaborator] grant will allow us to take some very important steps, including creating a food allergy book library for students and hosting a renowned food allergy assembly!”

— Twin City Elementary PTA,
FARE Collaborator Grant recipient

Influencing the Future of Food Allergy On Capitol Hill



Courage at Congress

In early March 2020, we made our presence known as 150 food allergy champions from across the country stormed Capitol Hill to meet with members of Congress and staff from more than 100 offices during FARE's inaugural Courage at Congress: FARE's Advocacy Day to Fight Food Allergies. Through their participation, our advocates earned support for labeling sesame and helped federal policymakers understand the need for additional research for the Food Allergy Safety, Treatment, Education & Research (FASTER) Act, H.R. 2117.

The FASTER Act (H.R. 2117/S. 3451)

Just 18 months after the introduction of the Food Allergy Safety, Treatment, Education, and Research (FASTER) Act (H.R. 2117), Democratic and Republican members of the U.S. House of Representatives came together and unanimously passed the bill on November 17, 2020. This bill would add sesame as the ninth labeled allergen and require the federal government to analyze research opportunities to help develop more effective treatments for food allergy. With 93 cosponsors, the measure found deep and broad bipartisan support fostered through the dedicated efforts of FARE and the community. The Senate version of the FASTER Act, S. 3451, was introduced on March 12, 2020, and continues to grow in support.

School-Based Allergies and Asthma Management Program Act (H.R. 2468)

During our Courage at Congress Advocacy Day and in the weeks afterward, FARE's grassroots and lobbying efforts were also focused on building support for H.R. 2468, the School-Based Allergies and Asthma Management Program Act. The bill provides incentives for states to require each of their schools to have a plan, and train personnel in place to handle allergies and asthma. On September 30, 2020, the U.S. House of Representatives passed H.R. 2468, four years after the bill was first introduced.

Rallying Leaders on Capitol Hill

The National Institutes of Health will spend \$61 million on food allergy research in 2021. To increase that federal funding, we will be kicking off the Food Allergy Research Caucus in 2021. With U.S. Rep. Doris Matsui (D-CA-6) and U.S. Rep. Patrick McHenry (R-NC-10) secured as co-chairs, we will work with our congressional allies over the next few years with the goal of reaching \$200 million in spending and putting food allergy research on par with other health issues/diseases like anxiety disorders (\$228 million) and Parkinson's disease (\$218 million).

Doubling Our Boots on the Ground

Advocacy is driven by those who know issues best: the people. For FARE, the members of our community—85 million Americans deep—are the most powerful voices we have in influencing elected officials and in shaping meaningful policies. During 2020, FARE increased its number of grassroots advocates by more than 50 percent to more than 46,000, with advocates in nearly every congressional district in the country. COVID-19 may have forced us to work differently, but it did not deter us from making an impact.



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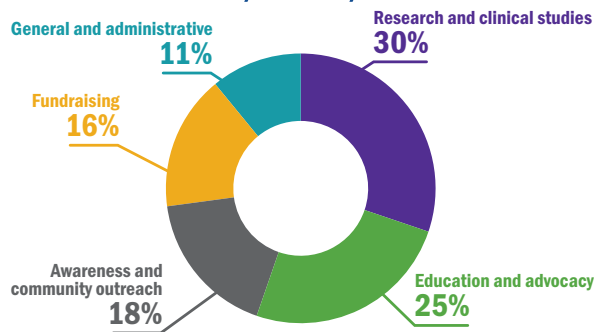
OUR FINANCIALS

(For the year ended December 31, 2019)

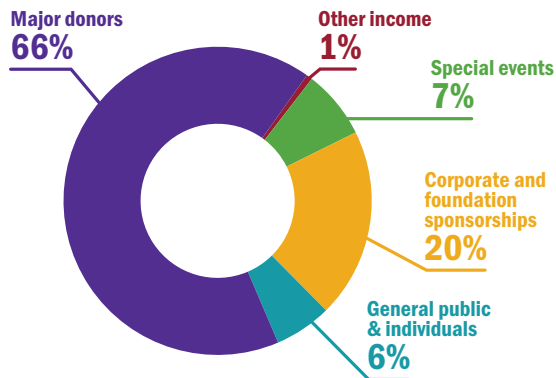
As a leading non-governmental organization, FARE is committed to maintaining the utmost accountability and transparency to the people that we represent, the general public, our donors, and our corporate partners. Our goal is to ensure that every dollar donated to FARE is spent meticulously and efficiently. For purposes of financial transparency, FARE includes the most recently audited financial information in our Impact Report. Therefore, the financial data will typically lag the rest of the Impact by one calendar year.

2019 was a year of restructuring within FARE, which was completed by the end of the year. We focused the organization more sharply on supporting research advances and amplifying the Voice of the Patient in the halls of Congress and regulatory agencies. We implemented objectives within each function to reinforce the successful execution of our strategic plan.

Total Program and Supporting Expenses \$12,995,482



Total Support and Revenue \$23,772,747



FARE raised \$22.678 million in 2019. Around 68% of total support and contributions came from our major donors and 21% from corporate and foundation sponsorships. Revenue in 2019 surpassed the previous year by 46%, as we launched many new campaigns to expand the FARE Clinical Network and build a Data Commons for clinical trials and studies specific to food allergy.

Our total spending was \$12.995 million. We spent 73% of that total on program and mission-centric research, education, and advocacy expenses, compared to 65% in 2018. At the same time, we were able to reduce the mix of spending on supporting services by 12% compared to 2018. General management expenses were down to 11%, from 15%, and fundraising expenses decreased from 23% to 16%.

The financial data highlighted here are derived from our audited financial statements. A complete set of those financial statements can be obtained on our website: www.foodallergy.org.

Financial Highlights

As of or for the year ended December 31,	2019	2018
Selected balance sheet data (at the end of the year)		
Cash and cash equivalents	\$ 14,953,754	\$ 10,406,269
Investments	42,296,825	37,497,577
Pledges receivable, net	7,650,111	7,005,259
Total assets	65,608,655	55,684,188
Accounts Payable including Grants Payable	2,383,569	3,286,761
Net assets without donor restrictions	48,839,874	42,601,054
Net assets restricted by donors for purpose or time	13,877,581	9,339,136
Selected statement of activities revenue data		
Contribution revenue from major donors	\$ 15,475,960	\$ 9,030,241
Support from the general public	1,401,418	1,249,360
Corporate and foundation sponsorships	4,649,362	484,507
Special events	1,683,810	4,225,782
Less: Direct special event expenses	(678,219)	(659,577)
Other income	146,653	580,493
Total operating revenue	22,678,984	15,570,383
Net investment income (loss)	1,093,763	(471,760)
Data from the statement of functional expense		
Research and clinical studies	\$ 3,925,030	\$ 2,817,639
Education and advocacy	3,260,960	2,914,801
Awareness and community outreach	2,282,991	2,472,001
Fundraising	2,105,707	2,392,350
General and administrative	1,420,794	1,981,830
Total operating expenses	12,995,482	12,578,621
Headcount	36	39

Addendum – FARE Publications

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- Villarreal R, Casale TB. Commonly Used Adjuvant Human Vaccines: Advantages and Side Effects. *J Allergy Clin Immunol Pract.* 2020 Oct;8(9):2953-2957. doi: 10.1016/j.jaip.2020.04.045.
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*Leveraged FARE Patient Registry





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