



Anxiety Disorders Association of America
2008 Annual Report

ADAA

Letter from ADAA President and CEO Jerilyn Ross, MA, LICSW



DEAR FRIENDS AND SUPPORTERS,

Thanks to all of you, ADAA had a very busy and successful 2008.

We stayed focused on a major goal — to improve more lives by educating more people about anxiety disorders — and we're proud of our accomplishments. Highlights include launching nationwide public-education campaigns on obsessive-compulsive disorder (OCD) and social anxiety disorder, expanded programs for college students, a new blog on HealthCentral.com, and initiatives to support anxiety disorder research. You can read more about these and other successful initiatives on the next page.

ADAA's ability to reach those affected by anxiety disorders has come a long way since the organization was founded in 1980 as the Phobia Society of America. Our ongoing commitment to supporting research and disseminating state-of-the-art information to the public, health care professionals, media, and legislators has enabled us to both advance the field and directly benefit those in need.

Our membership is comprised of professionals, both clinicians who treat patients and biological and psychosocial researchers who help us better understand anxiety disorders. But our community is much larger. Our *Triumph* e-newsletter subscribers, Stories of Hope contributors, and general website visitors are all part of the ADAA community, and so are their family members, friends, and colleagues who use ADAA as a resource and contribute to its success.

I want to thank ADAA's Board of Directors, Scientific Advisory Board, and Clinical Advisory Board for their continued efforts to improve the organization and chart its future. I'm also grateful to our small but dedicated staff who are committed to helping ADAA fulfill its mission, and all who have donated time and money to ADAA in 2008.

Together we can and will continue to make a difference in the lives of those suffering from anxiety disorders.

Sincerely,

A handwritten signature in black ink that reads "Jerilyn Ross".

Jerilyn Ross, MA, LICSW
President and CEO
Anxiety Disorders Association of America

Highlights
2008

126 million • Number of people reached through ADAA public relations efforts about anxiety disorders and their treatment

13 million • Listeners who heard how to treat OCD through ADAA radio public service announcements

5 million • Hits each month to **www.adaa.org**

987,000 • Dollars distributed to 152 recipients in ADAA's Award Program since 1999

9,000 • Number of Got Anxiety? brochures distributed to college students

1,311 • Number of ADAA professional members

3 • ADAA websites: **www.adaa.org**, **www.treatocd.org**, and **www.gotanxiety.org**

Educating More People, Improving More Lives

Our Mission, Our Accomplishments

MISSION

The Anxiety Disorders Association of America (ADAA) is a national nonprofit organization dedicated to the prevention, treatment, and cure of anxiety disorders and to improving the lives of all people who suffer from them.

ACCOMPLISHMENTS

Public-Education Campaigns Reach 126 Million People

"Treat It, Don't Repeat It: Break Free From OCD"

To let people know the signs and symptoms of obsessive-compulsive disorder (OCD), as well as treatment options, ADAA created television and radio public service announcements featuring notable spokespersons who generously donated their time: Howie Mandel, actor and television host; David Hoberman, co-creator and executive producer of *Monk*; Tony Shalhoub, the actor who portrays a private investigator with OCD on *Monk*; and Jerilyn Ross, President and CEO of ADAA.

You can request free materials on OCD at www.treatocd.org. ADAA receives 40-50 requests each week for these patient handbooks, professional resource kits, and educational DVDs.

"Social Anxiety Disorder: You Are Not Alone"

Our social anxiety disorder campaign is interactive: You can send up to five different free e-cards with a personal message at www.adaa.org/socialanxietydisorder. Each e-card portrays a symptom of social anxiety disorder, such as the inability to talk to people or make eye contact and the fear of talking on the telephone. The website also includes videos featuring an interview with a medical expert, and personal stories of coping with social anxiety disorder, including one by entertainer Donny Osmond.

I am only able to live a normal life today because others were willing to speak up. Thank you for helping to raise awareness and give hope to those who are struggling.

Amanda Leonard
Henderson, Tennessee

Programs Educate More College Students About Anxiety Disorders

Through our Campus Faces program, ADAA distributed 9,000 *Got Anxiety?* brochures — designed and written with college students in mind — to 77 U.S. colleges and universities. Brochures were sent to campus counseling centers as part of our effort to educate not just students but also counselors, therapists, faculty, and staff about the prevalence of anxiety disorders among college students. The ADAA website for college students, www.gotanxiety.org, has information on test anxiety, how to help a friend, and other relevant tips.

Expanding ADAA's National Stress Out Week to college campuses, ADAA partnered with Active Minds, Inc., another nonprofit organization, to bring National Stress Out Day to students nationwide. National Stress Out Day educates students about the difference between stress and anxiety and an anxiety disorder through campus-wide activities. In April 2008 the event was organized by Active Minds chapters on 42 college campuses in the U.S. and Canada. We expect National Stress Out Day to double its reach in 2009.

I have lived with generalized anxiety disorder for over 40 years. It is a lonely and tiring road sometimes. Thank you for helping me not be ashamed of who I am.

Becky Jackovich
Des Moines, Iowa

Blog, Social Networks Expand Online Community

ADAA President and CEO Jerilyn Ross, MA, LICSW, started a biweekly blog in May about anxiety disorders and anxiety-related issues for AnxietyConnection.com, a HealthCentral Network site. The HealthCentral Network is the second largest online consumer health information network, and Jerilyn's blog receives 2,500 monthly page views. Read the blog www.healthcentral.com/anxiety/c/33722.

Continued

My first panic attack occurred when I went away to college. It was so devastating that I dropped out of college, and it took me 10 years to put my life back together. That was in 1966, when no one knew what was happening. So I support everything that ADAA does.

Laura Siegelbaum
Rockville, Maryland

ADAA created a group page on Facebook, where users can discuss their anxiety disorders symptoms and treatment experiences, watch videos, and get the latest ADAA news and information. ADAA also joined Gather.com, a social network for ages 30 and up, and Change.org, an online network for social change. The organization continues to have an active presence on MySpace with nearly 1,000 friends.

Media Coverage Reaches Over 100 Million

More than 100 reporters from media outlets large and small — newspapers, magazines, websites, radio stations,

and television stations — contacted ADAA in 2008 for expert interviews about anxiety and related topics. This coverage reached more than 100 million people through print articles alone, including pieces in the *New York Times*, *Wall Street Journal*, *Boston Globe*, *Washington Post*, *Real Simple*, *Woman's Day*, and *Reader's Digest*. A radio spot on 440 stations reached almost 13 million listeners.

Annual Conference Fosters Learning

The ADAA Annual Conference is the only professional meeting that focuses on the science and treatment of anxiety disorders and related illnesses in adults and children. More than 500 researchers, clinicians, and students from around the world attended the ADAA 28th Annual Conference, *Anxiety and Comorbid Disorders: Understanding Risk, Optimizing Outcomes*, in Savannah, Georgia, to learn about the latest research findings and attend sessions with well-known anxiety disorders experts.

ADAA also offers a free online continuing education course on sleep and anxiety disorders. Go to www.adaa.org/enduring.

ADAA Awards Program Supports Research

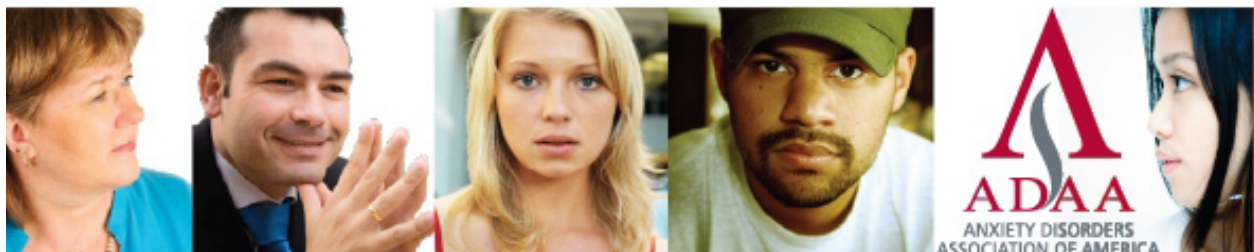
Supporting research is a critical part of the mission of the Anxiety Disorders Association of America. The ADAA Awards Program furthers that goal by involving graduate students and early career professionals in the activities of ADAA and the anxiety disorders research community. In 2008 ADAA supported 13 anxiety disorders research projects through 11 Career Development Awards and two Junior Faculty Research Grant Awards.

ADAA is one of my favorite conferences. It is very big in content and collegiality. It's intimate, engaging, and scholarly — not to be missed.

Tom Ollendick, PhD
Virginia Tech

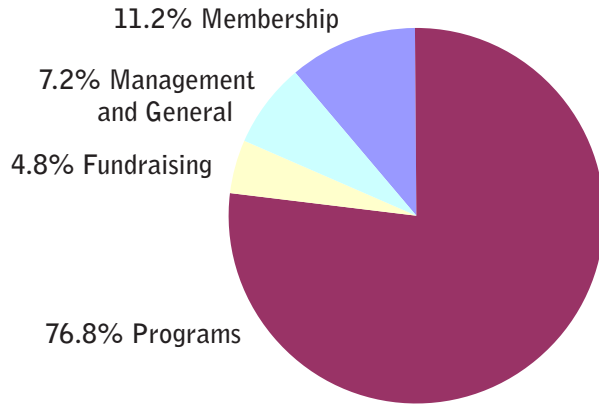
ADAA Provides Help Online, By Phone

ADAA responded to between 80 and 100 phone and e-mail requests each week for local treatment providers, support groups, and general information about anxiety disorders. Many requests came from people who had just discovered one of our websites, www.adaa.org, www.treatocd.org, www.adaa.org/socialanxietydisorder, and www.gotanxiety.org, which are regularly updated with news, information, inspiring personal stories, videos, and more about anxiety and related disorders.



Finances 2008

Where Your Dollar Goes



Expenses

Programs	1,311,102
Public education	586,118
Awards and research	62,000
Professional education	662,984
Membership	191,363
Management and general	123,816
Fundraising	81,906
TOTAL EXPENSES	1,708,487

Corporate Contributions

ADAA received unrestricted educational grants and donations in support of consumer and professional education from the following companies:

AstraZeneca
Eli Lilly and Co.
Forest Pharmaceuticals
Jazz Pharmaceuticals
Sepracor
Wiley-Blackwell
Wyeth

Board of Directors 2008

President & CEO

Jerilyn Ross, MA, LICSW
The Ross Center for Anxiety
and Related Disorders

Abby J. Fyer, MD – Treasurer
New York State Psychiatric Institute

Carol A. Gleber

Robert M.A. Hirschfeld, MD
University of Texas Medical Branch

David Hoberman
Mandeville Films

Terence Keane, PhD
Boston VA Medical Center/
Boston University

Jerrold F. Rosenbaum, MD
Massachusetts General Hospital

Murray Stein, MD, MPH
University of California, San Diego

James O. Wilson, MA, LPC – Secretary

Donny Osmond, honorary member

Willard Scott, honorary member
The *Today Show*, NBC-TV News

Karen L. Cassiday, PhD, *ex officio*
Clinical Advisory Board

Mark Pollack, MD, *ex officio*
Scientific Advisory Board

Peter Roy-Byrne, MD, *ex officio*
Editor, *Depression & Anxiety*

We know that educating more people about anxiety disorders — and their symptoms and treatment options — will improve more lives. **Please join us in our mission.** Visit www.adaa.org to learn more, sign up for our free quarterly e-newsletter, *Triumph*, and share your story.