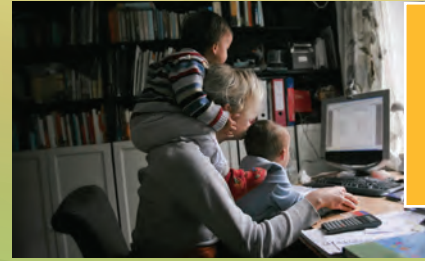


# 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017



## RAISE AWARENESS

Alice Bast launched the National Foundation for Celiac Awareness (NFCA)

NIH awarded grant to NFCA for multi-media celiac disease training for physicians and family member awareness



Launched "Do I Have Celiac?" campaign with CNN anchor Heidi Collins

Launched [www.CeliacCentral.org](http://www.CeliacCentral.org)

Held the first Appetite for Awareness event

Ranked "#1 Website for Celiac Facts"

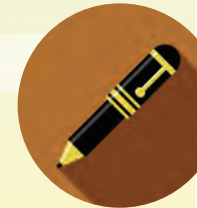
Launched celiac disease women's health initiative

Launched research on celiac disease and fertility

Philadelphia Award recognized Alice Bast's leadership

Surpassed 1 million website visitors

Named exclusive celiac disease partner of *Allergic Living* magazine



Surpassed 2 million website visitors

*Huffington Post* invited Alice Bast to be a regular contributor

Joined National Health Council representing celiac disease

Joined the US Agency for Healthcare Research and Quality

WebMD invited Alice Bast to be a regular contributor to their *Chronic Conditions* blog

Alice Bast appeared on CBS's *The Doctors*

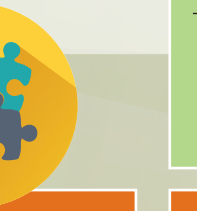
Continue to raise awareness of celiac disease, elevate our community's voice and demand research towards a cure



## DRIVE DIAGNOSIS



Launched the Celiac Disease Symptoms Checklist, the first of its kind



Partnered with Quest Diagnostics to provide resources to healthcare providers



Launched GREAT Healthcare, a program to increase education among healthcare professionals

Initiated continuing medical education (CME) for primary care providers



Introduced *Family Talk*, a campaign to prompt testing of at-risk family members

Conducted primary research to identify barriers to celiac disease testing in at-risk family members



Launched "Seriously Celiac Disease: Talk, Tell, Test," a nationwide family testing PSA campaign

Addressed Stanford MedX Conference with groundbreaking techniques used to develop *Seriously, Celiac Disease*

Piloted the first-ever screening day for family members of diagnosed celiac disease patients

Continue to give our community tools to drive diagnosis among at-risk family members



## SUPPORT AND ADVOCATE FOR PEOPLE WITH CELIAC DISEASE



Conducted formal community needs assessment

Organized a distinguished Scientific/Medical Advisory Council

Informed FDA about the need for consistent gluten-free food labeling



Engaged the community in education about gluten-free food labeling

Partnered with Anheuser-Busch on the launch of the first nationally distributed gluten-free beer, Redbridge

Created resources to help the community voice their opinion on gluten-free food labeling

Launched a national effort to make affordable gluten-free products available

Joined Alliance for a Stronger FDA & the FDA Panel on Food Labeling

Organized the nation's first Gluten-Free Cooking Spree expo

Hosted first-ever Gluten in Medications sessions in Washington DC

Initiated free monthly webinars

Launched GREAT Kitchens training program

Launched continuing education programming for pharmacists

Produced first Gluten-Free Pavilion at National Restaurant Association (NRA) Show

Rated as one of "10 Great Websites with Accurate Information"

FDA awarded NFCA grant to study gluten in medications

Informed Congress about the need for gluten-free food labeling standards

Petitioned the FDA for gluten-free food labeling regulations

Alice Bast represented the patient's voice and facilitated a panel of physicians at the 14th International Coeliac Disease Symposium

Championed the Gluten in Medicine Disclosure Act

Endorsed the Gluten-Free Certification Program (GFCP)

Heralded as top resource for understanding the FDA gluten-free food labeling law

Launched the GREAT Schools, Colleges & Camps training program

Launched first celiac disease Patient & Family Advisory Council

Presented a poster at the International Celiac Disease Symposium regarding celiac disease management

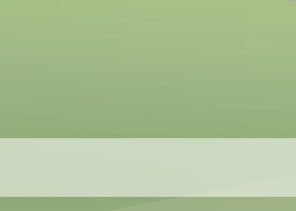
Rebranded as *Beyond Celiac* and relaunched website as [www.BeyondCeliac.org](http://www.BeyondCeliac.org)

Expanded Beyond Celiac Research News Feed to better engage and inform the community of advancements in the field

Continue to support, advocate for and engage our community in order to live better, longer



## DEVELOP TREATMENTS BEYOND THE GLUTEN-FREE DIET



Convened international working groups to drive future research agenda



Envisioned, created and hosted Research Summit to drive innovation and collaboration among researchers to support access to effective treatment options



Recruited participants for clinical trials



Represented the patient experience at the FDA's landmark GREAT3 Workshop.

Formed Beyond Celiac Research Consortium to support clinical trials

Expanded recruitment initiatives for clinical trials



Drive patient-centered research and create a future that includes a cure for celiac disease

Together with our community, launch an innovative technology to collect patient-reported data and advance research by connecting patients to clinical trials

Drive patient-centered research and create a future that includes a cure for celiac disease

Drive patient-centered research and create a future that includes a cure for celiac disease

# LET'S CHANGE THE FUTURE TOGETHER

Learn more at [www.BeyondCeliac.org](http://www.BeyondCeliac.org)



# SOLVING PROBLEMS, INSPIRING SOLUTIONS FORGING PATHWAYS TO A CURE



"I read Alice Bast's story on Cosmopolitan.com. I had a stillborn daughter a year ago and I was wondering if I have celiac disease because I also have many symptoms of this, but I want to know if it just causes miscarriages or also stillbirths. I'll see the gastroenterologist next week. I'm developing even more symptoms of celiac disease. Your post motivated me to see a doctor and seek answers."

**From the Beyond Celiac Facebook page**

"Beyond Celiac is instrumental in engaging patients in research which will accelerate the development of treatment options, and one day, a cure."

**From a research physician at the 2015 Research Summit**



"My son Mitchell was diagnosed with celiac disease after four years of being told that he had a very rare condition called Periodic Fever Syndrome. He suffered needlessly from the ages of 10-15 and missed out on so much. We had been all over the country searching for answers for him, even after doctors gave up and suggested he seek psychiatric care. It was such a relief to finally get a definitive celiac disease diagnosis. Your organization was one of the first we turned to for information and it made navigating those early days so much easier. With the help of the Beyond Celiac resources, Mitchell has gone from missing over 90 days of school his freshman year and receiving homebound tutoring, to having perfect attendance and earning straight As as a sophomore."

**Courtney G.**



"Since we were diagnosed with celiac disease four years ago, Beyond Celiac has been an inspiration and a source of encouragement for me and my family. The webinars and various resources that are at our disposal taught us nearly everything that we know about celiac disease and how to deal with it in a positive way.

Through Beyond Celiac, we can advocate for the needs of people with celiac disease and gluten sensitivity. We can now help people understand how important it is to be tested for celiac disease if they have symptoms or a family connection, so they too can get better. We hope that others can be diagnosed and put on the path to health thanks to the continuous medical breakthroughs. Our hope is that they too may find solace in knowing that they are not alone."

**Barbara S.**

"Our 8 year old daughter Joss was having some health problems and we didn't know what was going on. She had gastrointestinal symptoms, and we also wondered if she had ADHD. I did a lot of research online and I found the Beyond Celiac website, which was really informative. I went through the Symptoms Checklist and said, "Oh my goodness, that's my kid." I went to my pediatrician and asked that all three of my kids get tested. My doctor suggested that we only test Joss since she was the only one with symptoms, but I had learned on BeyondCeliac.org that people can be asymptomatic or not realize they are even having symptoms. Turns out that two out of three have celiac disease. Once the two of them went gluten-free, my 9 year old daughter Elle, who didn't think she had symptoms, noticed that she felt a lot better.

I worry about my daughters' health, but I have support and a feeling of community from Beyond Celiac. They are looking for long-term solutions and a cure."

**Pniah M.**



"I have celiac disease and I'm a researcher too. We need more research that involves patients. We need empirical data to better understand the path that patients have taken. Celiac disease is tremendously variable in the symptoms people have and how well (or not) they respond to the gluten-free diet. If we can understand the variability, it'll make a big difference for people with celiac disease."

**Jacob H.**

"Patient participation in research will help scientists and doctors better understand the burdens we face as we live life with this disease. It'll also help Beyond Celiac to communicate our needs to companies and regulators so that we can make progress with treatments and eventually find a cure."

**Glenna C.**

Learn more about celiac disease and more at [www.BeyondCeliac.org](http://www.BeyondCeliac.org)

