

## NEDA's Board of Directors

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Doug Bunnell, PhD

Amy Baker Dennis, PhD

Walter Kaye, MD

Margo Maine, PhD



Honoree Russell Marx, M.D., Board Event Chair Mary Curran, Honoree Mika Brzezinski, Honoree Ed Howard, Board Corporate Event Chair Ric Clark

Dear Friends,

Welcome to NEDA News...honoring those who support our mission and make it possible for us to expand awareness and outreach. NEDA strives to create a safe environment for individuals and families to acknowledge an eating disorder and to take action towards recovery.

In this issue, you will find updates on our events, our annual report, and what's new at NEDA.

We are grateful to so many people who have come together to make this year extraordinary. We will build on our success and meet challenges of the future with healing, hope and of course, many heroes!

My best,  
Lynn Grefe  
President & CEO

### **NEDA's Major Corporate and Foundation Partners (Fiscal Year 2014)\***

4 Girls Foundation, Inc.	John and Dorothy Sprague Foundation	Schwab Fund for Charitable Giving
Aaron & Marion Gural Foundation	Jones Lang LaSalle	SL Green Realty Corp.
Akerman Senterfitt LLP	JP Morgan Chase	Stavros Niarchos Foundation
Brookfield Properties	JPMorgan Chase Community Giving	Studley, Inc.
Canary Wharf CBRE	Kras Interior Contracting Corp.	The Charles and Roberta Katz Family Foundation
Coach Foundation	Lisa and Steven Tananbaum Foundation	The GE Foundation
Degna Spoldi Private Family Foundation	M&C SAATCHI	The Northern Trust Company
Don and Melissa Nielsen Foundation	Magnus Charitable Trust	The Pevaroff Cohn Family Foundation
EMC	Newmark & Company Real Estate, Inc.	The Samuel Freeman Charitable Trust
Surze Books	Newmark Knight Frank	Time Inc.
Hilda & Preston Davis Foundation	Paige Premium Denim	United Behavioral Health
Hogan Lovells US LLP	Pfizer	WABC-TV
	RBC Foundation USA	William E. Simon Foundation

\*Please note this list is a sampling and does not list all of our corporate and foundation partners.

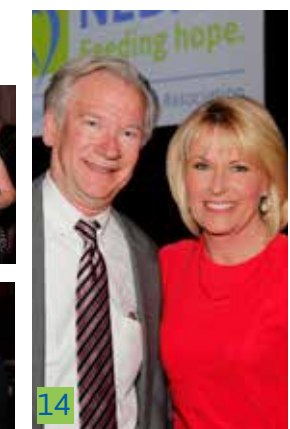
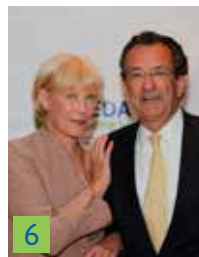


Diana Williams, Emme, Lynn Grefe

# NEDA's Annual Event-Healing,

## A Huge Success!

NEDA celebrated a notable year at its annual event on April 28, 2014 at the Grand Hyatt in NYC. Nearly 400 people gathered for a cocktail reception, silent auction, dinner and special dessert reception. The talented Diana Williams, WABC-TV News Anchor and former Board Member was the Emcee for the evening. NEDA's honorees included Mika Brzezinski, Co-Host, MSNBC's "Morning Joe" and Author, (Profile in Courage Award), Ed Howard, former Vice President, Aramark (Corporate Leadership Award) and Russell Marx, M.D., NEDA Founder, Board Member and Chief Science Officer, (Outstanding Professional Achievement Award). The dessert reception was generously sponsored by Remuda Ranch at the Meadows, with Mary Lambert, Grammy Nominated, singer/songwriter entertaining. Special thanks to our Corporate Dinner Chair, Ric Clark and our Event Chair Mary Curran, as well as our Annual Event Committee members: Karen Andonian, Julie Finkelstein, Phoebe Megna, Lori Shannon, Elizabeth Sarquis and Shelly & Brian Steinwurtzel!



**NEDA Thanks the Empire State Building for Lighting the Way in the Fight Against Eating Disorders!**

February 25, 2014



1. Dr. Ovidio Bermudez & Andrea Ramos De Oliveira, 2. Jenni Schaefer, Karla Mosley & Leslie Davenport, 3. Ric Clark & Dr. Russell Marx, 4. Judi Goldstein, Michael & Daniela Levenson, 5. Brian & Lauren Steiner, 6. Mary Alice Williams & Dr. Julian Dector, 7. Diana Williams 8. Kate Monari & Sarah Curran, 9. Randi Zimmerman & Sondra Kronberg, 10. Tess Fenn, Elizabeth Sarquis, Chris Bassett, and Georgia Gomez, 11. Mary Lambert, 12. Ken Willis & Margo Maine, 13. Robbie Munn, Leah Graves & Heather Binkley Morrow, 14. Rick Antosh & Diana Williams, 15. Dr. Tom & Joanne Balshi & Diana & Dr. Jim Bowers, 16. Dr. Craig Johnson, Dr. Russell Marx & Dr. Ovidio Bermudez, 17. Rick Ramsey, Lynn Grefe & Geoff Craddock, 18. Melissa & Don Nielsen & Karen Andonian

# Hope & Heroes

## Annual Event – Major Donors

Alain Barbet	Kimberli & Michael McCallum
Allison Kreiger –Walsh	Lauri Novick & Geoff Dunn
Answer Vending	Loeb & Loeb LLP
Aramark	Lynn Grefe & Rick Antosh
Arden Greenspan-Goldberg	Margo Maine, PhD, FAED, CEDS
Benjamin Maintenance	Mary & Michael Curran
Buddy Howard	Mary & Roger Lipton
Bill Slater	Massey Knackel Realty
Brandon Fenn	Michael Berrett
Brian & Shelly Steinwurtzel	Michael McNamara
Coca Cola Foundation	Neil Clark
Cushman & Wakefield	Nestle Waters
Dan & Vicki LePage	Newmark Grubb Knight Frank
Daniela Levenson	Nicholas DeMartini
Debra Wassman	Party Rental LTD
Deloitte	Pepsi Bottling Co of NY
Diane & Kaitlin Rowen	Pepsi Co
Don & Melissa Nielsen	Pfizer
Dorothy Sprague	Phoebe & Dee Megna
Doug & Becky Bunnell	Plaza Construction
Ed Howard	RBC Capital Markets
Elizabeth Sarquis & Global	Ric Clark & Brookfield Properties
Gaming Initiative	Robbie Munn, MA, MSW
Ellen Schieren	Roberts & Holland LLP
Empire State Contractors	Robert & Louise O'Donnell
Excel Global Security	Rose Johnson Architects
Evelyn Attia, MD	RSA Buying Group
Fidelity National Title	Russell Marx, MD
Frank & Tracy Bisignano	Sheri & Kevin Danehy
Fried Frank Harris Shriver &	Shire Pharmaceutical
Jacobson LLP	Something for Kelly Foundation
Geoff & Lizzie Craddock	Sondra Kronberg, MS, RD, CDN,
Glenn & Lori Shannon	CEDRD
Goldberg Weprin Finkel Goldstein	Studley, Inc.
Haynes and Boone, LLP	Suzanne & David Oliver
Heather Hower	Terry Marks & Anastasia Wirick
Heinz	Tess Fenn
Hillman Group	The Rosenstel Foundation
Ilene Fishman	The Travelers Companies, Inc.
James Cornell	Tim Tynan
Joanne Zaiac & Bob Coven	Tom & Joanne Balshi &
Johnson & Johnson	Pi Foundation
Judi Goldstein	Torys LLP
Julie & Barry Finkelstein	University Medical Center of
Kate & Bob Niehaus	Princeton at Plainsboro
Ken French	Walter Kaye
Kenneth Willis	Wilkie Farr & Gallagher LLP

## A Passion for the Entire Family

NEDA's Feeding Hope Fund for clinical research and training awarded two grants totaling \$400,000 this past fiscal year. The Finkelstein family went above and beyond to make that happen! Julie, Barry and their two amazing daughters, Jessie and Ryan opened their hearts, their home and their networks to spread the word about the need for clinical research and training. In addition, Julie's mother, Barbara Braunstein also assisted by hosting a gathering of interested guests at her home. We are grateful for their interest, time and talent!



## The Junior Board Striking Out Event

NEDA's Junior Board rallied together and created an extraordinary event at Frames Bowling Lounge in NYC. Over 75 people hit the lanes to play, eat and drink, while bidding on auction items and meeting new and old friends. NEDA's Junior Board is made up of young professionals and parents that have a goal of supporting NEDA's mission. Heading up the event, Laura Serico, Junior Board Chair, and Lauren Steiner with the help of all Junior Board members, including Mary Hageman and Liz Sexton, were able to create a wonderful and exciting evening!



# Why Walk?



*We can give you 10,000 reasons!  
More than 10,000 people across the country have participated  
in a NEDA WALK this year...here's why!*

I'm walking for those who are still deep in the struggle and are currently unable to walk with me.  
I walk for them!\*

I walk to prove to others that I am more powerful than my eating disorder.\*

I walk because I deserve to be happy & healthy :)  
I am saying no to my ED and choosing recovery instead!\*

For a full list of upcoming walks please visit  
<http://www.nationaleatingdisorders.org/neda-walks>

## Thank you to our sustaining sponsors

### Gold:

Eating Disorder Center of Denver, Eating Recovery Center, Monte Nido and Affiliates, 4Girls Foundation

### Silver:

Remuda Ranch at the Meadows, Rogers Memorial Hospital

### Steel:

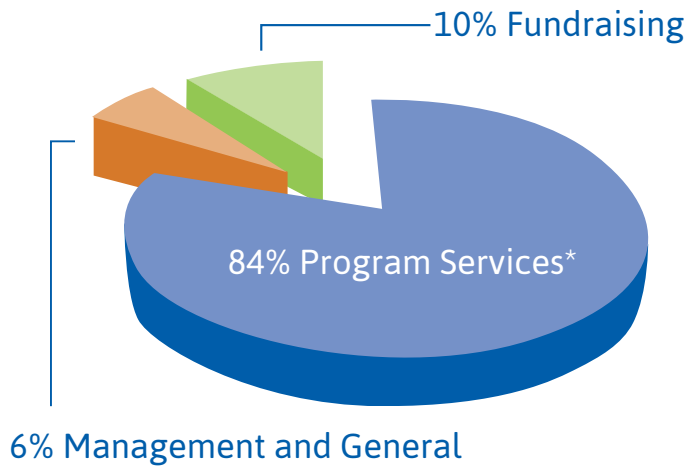
The Center for Eating Disorders at Sheppard Pratt, McCallum Place Eating Disorder Centers, The Renfrew Center, Timberline Knolls

### Bronze:

Canopy Cove, Center for Change, Columbus Park Collaborative, CRC Health Group, Fairwinds Treatment Center, Laureate Eating Disorders Program, Oliver-Pyatt Centers, Rader Programs, Rosewood Centers for Eating Disorders, Veritas Collaborative

\*Quotes are taken from various walk participants

# National Eating Disorders Association Annual Report Fiscal Year Ending April 30, 2014



\*Program Services includes the following programs: Information and Referral Helpline; Parent, Family & Friends Network (PFN); NEDA Navigators; Loss Support Network; NEDA Awareness Week; NEDA Conference; Media Watchdogs; Solutions Through Advocacy and Reform (STAR) Program; NEDA Network; educational components of NEDA Walks; NEDA's website; and Proud2Bme.org

## Total Expenses

### Consolidated Statement of Activities

#### **SUPPORT AND REVENUE**

Special Events	590,905
Contributions and grants (includes in-kind contributions of \$1,061,140)	3,400,491
Sale of merchandise	58,948
Registration fees	207,810
Interest and dividends	4,114
<b>TOTAL revenues, gains, losses and other support</b>	<b>4,262,268</b>

#### **EXPENSES**

Educational and support services	3,783,431
Management and general	268,808
Fundraising	435,146
<b>Total Supporting Services</b>	<b>703,954</b>
<b>TOTAL</b>	<b>4,487,385</b>

<b>CHANGE IN NET ASSETS</b>	-225,117
<b>NET ASSETS, BEGINNING OF YEAR</b>	1,998,906
<b>NET ASSETS, END OF YEAR</b>	1,773,789

## What's New At NEDA?

### **The Body Project**

With grants from NY State and the Stavros Niarchos Foundation, NEDA will partner with New York City area high schools and community organizations to deliver the acclaimed Body Project program over the next year. Backed by two decades of research and evaluation data, the Body Project gives girls the tools and skills to confront unrealistic beauty ideals and engages them in the development of healthy body image. The program has repeatedly been shown to reduce body dissatisfaction, negative mood, unhealthy dieting and disordered eating.

### **Proud2Bme**

Proud2Bme.org has re-launched with a new design! NEDA's online community for teens and young adults provides a safe, supportive space for members to connect and share their stories. Proud2Bme covers everything from fashion and beauty to news, culture, and entertainment — all with the goal of promoting positive body image and encouraging healthy attitudes about food and weight. Proud2Bme is generously funded by the Hilda and Preston Davis Foundation.

### **Proud2Bme On Campus**

In response to the 2013 NEDA Collegiate Survey, which identified a need for more eating disorders awareness and intervention resources on college campuses, NEDA is kicking off our Proud2Bme On Campus initiative this fall, sponsored by The Recovery Village, as well as encouraging other sponsors to join the initiative. Proud2Bme On Campus will offer a range of resources, including a free online eating disorder screening tool, toolkits, campus event planning guides, educational webinars and Google Hangouts.