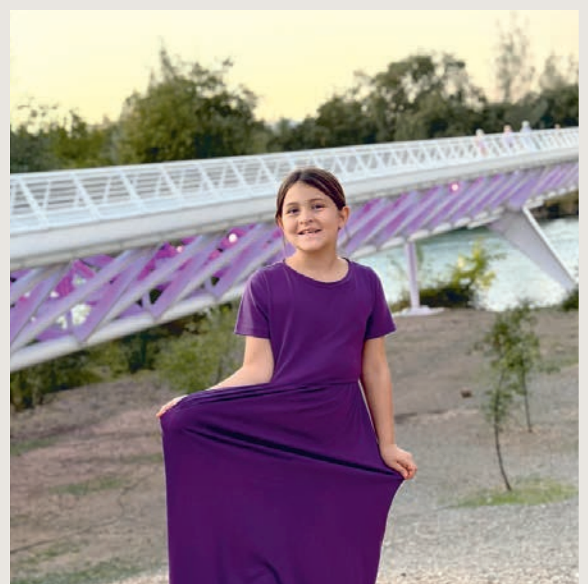
Platelet
Disorder
Support
Association

Empowering ITP Patients

2024

IMPACT REPORT



FROM THE PRESIDENT AND CEO

As we look toward a promising future with the approval and development of new treatments for immune thrombocytopenia, we are reminded of all that we accomplished together in the pages of our 2024 Impact Report. Several years ago, we changed the name of our Annual Report to the Impact Report in acknowledgment of the progress WE have made together – our medical advisors, board of directors, staff, industry partners, and most of all, our patients and caregivers. Without YOU, PDSA would not exist. Without you sharing your personal stories, struggles and triumphs, we would not have made such an impact raising awareness about ITP in our communities, in the halls of Congress, and throughout the world, and researchers and the FDA would not truly understand the unmet needs and burden of disease of the patients we serve.

In the following pages, you will read about the organization's main areas of programmatic focus: **Research, Advocacy, Education and Support, Awareness and Outreach,** and the programs that promote these areas for the ITP community and PDSA members. You'll see messages from PDSA members sharing the impact our programs have made in their lives – authentic messages of gratitude for the work we are so honored to do. You will also find PDSA's audited financial statements and spending charts, along with information about our leadership and an amazing team who do the work day in and day out, implementing programs that make a difference for our community of patients, caregivers, clinicians, and researchers. PDSA is very fortunate to have such a dedicated and compassionate group of staff and volunteers to make it all happen.

I'm excited to share this past year's remarkable progress in advancing research, raising awareness, and improving the lives of patients with immune thrombocytopenia and other platelet disorders. Together, we've made significant strides in expanding our advocacy network, growing our community, and leveraging data to drive impactful research, along with accelerating clinical trials for ITP. We expanded patient education and support programs, including our podcast "Bruised but Not Broken" and strengthened connections between patients, clinicians and researchers worldwide, ensuring no one faces this journey alone.

Thank you for making this work possible. Your generosity fuels our mission and inspires everything we do. I feel deeply fortunate to work alongside such a compassionate, thoughtful, and committed community.

It's a profound privilege to provide support and hope for so many of you.

With gratitude,

Caroline Kruse

Caroline Kruse

Our Mission

The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenia (ITP) and other platelet disorders through education, advocacy, research and support.

Our Vision

To be recognized as the premier resource for patients, their families, health care providers and government agencies who want to know about the symptoms and treatment of ITP and other platelet disorders.

PSDA BY THE NUMBERS

25+ Years

of serving and giving voice to the ITP patient community

Sustained by ITP patients, **PDSA's support group program** expanded to **67 groups** in **32 states, 2 Canadian provinces** and **2 countries**

2 Websites

PDSA.org

GlobalITP.org

Hundreds of pages of content for ITP patients, with a combined **1.03 million** total visits in 2024

1,514

Members and Donors whose charitable giving helped PDSA fulfill its mission and serve the greater ITP community

The CIRCLE of HOPE
A brighter future for ITP

68

$1,000+ Circle of Hope Donors provided leadership support to advance PDSA's efforts

3

ITP Research Grants totaling $50,000 awarded to fund original patient-centered ITP studies, increasing our research funding impact to a total of **23** grants and **$410,000**

4

28-page quarterly editions of *The Platelet News* distributed to **14.5k+** recipients

12 monthly e-newsletters reaching an average of **17k+** inboxes per month

2,471

patients enrolled in PDSA's **ITP Natural History Study Registry** and launched the **Physician Satisfaction and Caregiver surveys**

14

Medical Advisors, internationally renowned clinicians and researchers, all specialists in ITP

199

ITP POKE-R CLUB
for kids with ITP

Children with ITP participated in the POKE-R Club, designed to ease the fear of injections or "needle phobia" resulting from frequent blood draws and treatments

80

Patient Support Group Meetings were held with **1,200+** patient and caregiver participants

ITP Patient Conference 2024

was held in San Antonio, TX, gathering **250+ participants** from **34 US states** and **17 countries**

750k+

post impressions across PDSA's Facebook Page, Instagram, X, and LinkedIn

PDSA spearheads the **International ITP Alliance** with **33 ITP patient associations** representing **30 member countries**

ITP

17

Pump It Up For Platelets! Walk and Fundraising events were held, attracting **800+ participants** and raising over **$148,000** for PDSA patient programs and research

Platelet Disorder Support Association
Pump It Up For Platelets!

12

informational booklets on ITP for adults, teens, children, and women with **40** translated booklets in **15 languages**

15+

Advocacy Partners in the United States and Canada with whom we collaborate to achieve our common mission of improving the lives of the people we serve

PDSA's Patient Helpline

received **500+ calls** from patients seeking helpful resources and information

itp HelpLine℠

PDSA's ***Bruised but not Broken: Living with ITP*** podcast launched, bringing listeners **8 episodes** of support, strength, and answers for life with ITP

RESEARCH @ PDSA
The key to unlocking a cure

The Barbara and Peter T. Pruitt Jr. ITP Research Award Recipients

Each year, the PDSA Research Program awards up to two $20,000 research grants to investigators conducting innovative ITP patient-centered studies. These awards are given in honor of longstanding PDSA champions Barbara and Peter Pruitt. Funding of the Research Program is provided through gifts made to the 20/20 ITP Research Campaign.

2024 Pruitt Research Awards

Project Title: ***Prevalence of neurocognitive dysfunction in adults with chronic and persistent immune thrombocytopenia***
Investigator: Debbie Jiang, MD
Institution: Massachusetts General Hospital, Harvard Medical School

Project Title: ***Investigating aggregates of platelet and immune cells to improve diagnosis and treatment in immune thrombocytopenia***
Investigator: Ishac Nazy, PhD
Institution: McMaster University, Platelet Immunology Laboratory

James B. Bussel, MD, ITP Young Investigator Award

The James B. Bussel, MD, ITP Young Investigator Award was established in 2017 to honor PDSA Medical Advisor Dr. Bussel for all he has done and continues to do to make a difference in the lives of ITP patients and their families, and to recognize his countless contributions to mentoring and advancing the scientific careers of promising clinical investigators. This competitive award is funded and distributed annually by the PDSA research team to support excellence in academic ITP research. Chosen young investigators receive a $10,000 scholarship to complete their study.

2024 ITP Young Investigator Award

Project Title: ***Impact of Immune Thrombocytopenia on Oral Health: Let's Talk***
Investigator: Rashmi K. Jaggad, with mentorship from Deirdra "Dee" Terrell, PhD
Institution: University of Oklahoma Health Sciences Center/ Hudson College of Public Health

Emerging Research on ITP from the 2024 American Society of Hematology (ASH) Annual Meeting

PDSA Medical Advisor James B. Bussel, MD, opening up the ITP Breakfast Meeting.

This year's 66th American Society of Hematology (ASH) Annual Meeting and Exposition was held in beautiful San Diego, California. Held December 7-10, 2024, the meeting attracted more than 28,000 clinicians, researchers, pharmaceutical company personnel and nonprofit organizations worldwide to share ground-breaking research in the field of hematology.

PDSA hosted the annual ASH Friday morning ITP Breakfast, coordinated by PDSA and four of PDSA's medical advisors, including James Bussel, MD; Nichola Cooper, MD; Michele Lambert, MD and John Semple, PhD. This year's ITP Breakfast meeting, attended by over 220 clinicians, researchers and industry representatives, featured hematology experts who presented on two main themes: quantifying platelet fluctuations; a biomarker for ITP and the wide-reaching Impact of ITP on young people.

Professor Paul Imbach, MD Recipient of 2024 McMillan Award

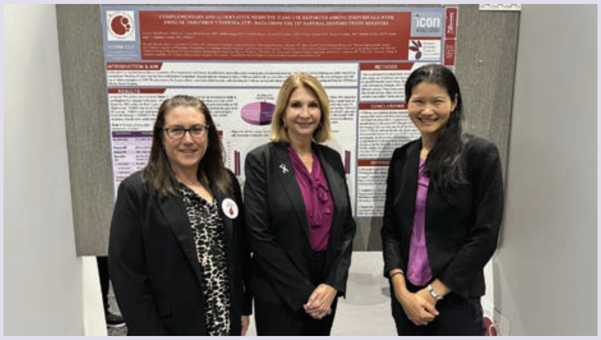
At this year's ASH ITP Breakfast, Professor Paul Imbach, MD was honored with the 2024 McMillan Award. This award was established in 2021 in honor of one of PDSA's first medical advisors, Robert McMillan, MD, and is given by the PDSA Medical Advisory Board to an individual in the ITP community who shares Dr. McMillan's generosity of mind and heart as well as passion for improving the lives of patients with ITP through basic or clinical research or service.

PDSA President and CEO Caroline Kruse with Professor Paul Imbach in beautiful Montreux, Switzerland, location of the ICIS Expert Meeting 2012.

LEADING THE WAY IN PATIENT-CENTERED ITP RESEARCH

Throughout 2024, PDSA Staff and Medical Advisors continued to lead the way for the ITP community by working collaboratively to conduct and co-author the following patient-centered research studies, abstracts, posters, and presentations:

In addition to organizing and hosting the ITP Breakfast at ASH, PDSA staff, medical advisors, and several PDSA patient members representing the voice of the ITP patient contributed to an original abstract and poster presented at ASH 2024: ***"Complementary and Alternative Medicine (CAM) Use Reported Among Individuals with Immune Thrombocytopenia (ITP): Data from the ITP Natural History Study Registry."***



(L to R) PDSA Director of Research and Canadian Advocacy Jennifer DiRaimo, Caroline Kruse, and Debbie Jiang, MD meet in front of PDSA's poster abstract in the poster hall at ASH 2024.

Ishac Nazy, PhD presenting research on the Mechanisms of ITP during PDSA's pre-summit ITP workshop at the Thrombosis and Hemostasis Summit of North America (THSNA) that took place in Chicago, IL, in April 2024.

*PDSA Medical Advisor Howard Liebman, MD and Caroline Kruse, co-authors of the following poster presented at THSNA: **"The Prevalence of Thrombotic Events Reported Following SARS-CoV2 Vaccine Receipt: Data from the ITP Natural History Study Registry."***

Several cutting-edge research abstracts and presentations with a focus on ITP were given by PDSA medical advisors and staff at the European Hematology Association (EHA) Congress 2024 in Madrid, Spain, including: ***"Treatments for Immune Thrombocytopenia (ITP) Place a Burden on Patients and Impact Quality of Life (QOL): Insights from a Social Media Listening Exercise"*** and ***"Heavy Menstrual Bleeding as a Predictor for High-Risk Bleeding in Immune Thrombocytopenia (ITP): Data from The Platelet Disorder Support Association's ITP Natural History Study Registry."***

Outside the EHA Advocacy Hub

(L to R): Derek Elston, ITP Support Association (UK); Barbara Lovrencic, AIPIT (Italy); Caroline Kruse, PDSA; Mervyn Morgan, ITP Support Association (UK); Marília Lia, PTI BRASIL.

*Director of Programs and Events Jody Shy and Caroline Kruse presented PDSA's NORD Abstract poster: **"Spreading ITP Awareness Through Advocacy and Engagement"** in October at the 2024 National Organization for Rare Disorders' (NORD) Rare Diseases and Orphan Products Breakthrough Summit in Washington, DC.*

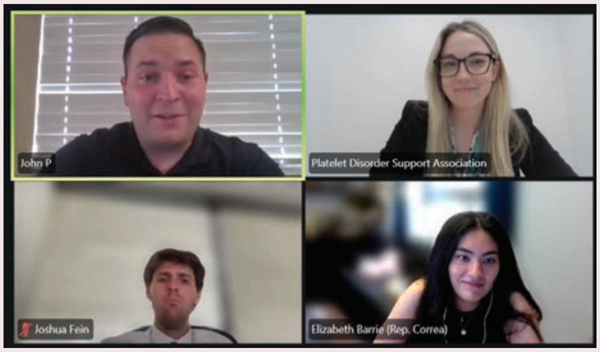
> ***"One of the biggest challenges with ITP is having people understand what you are going through, when you're totally fine! Studies such as these make such a difference not only to the patients, in feeling understood, but also in helping them to have the confidence to express it to their own doctor and others around them."*** – Karen K.

ADVOCACY

ADVOCACY IN ACTION

PLATELET DISORDER SUPPORT ASSOCIATION

Dr. Alexandra Kruse, Caroline Kruse, Congressman Darin LaHood, (R-16th District of Illinois), Dr. Michael Tarantino, and Jim Romano, PDSA's advocacy and government relations coordinator, pose for a photo after a great meeting in the Congressman's office in Washington, DC.



During PDSA's first ever Virtual Hill Week, PDSA Member John Phillips and PDSA Director of Outreach and Community Engagement Melissa Hilsabeck, Californian constituents of Representative Lou Correa, alongside Legislative Consultant Joshua Fein, meet with staffer Elizabeth Barrie to share their stories of how ITP impacts their lives.

This past year, PDSA expanded its advocacy efforts with a trip to the nation's capital and other key advocacy events. In March, PDSA staff, Medical Advisors, and patient advocates traveled to Washington, DC. to meet with key Senate and House offices, amplifying the voice of ITP patients, educating legislators about the condition and their local communities, and providing detailed information to justify increased funding for ITP-specific medical research, public health, and patient care activities. PDSA also proudly hosted its first ever Virtual Hill Week in June, followed by a second successful Virtual Hill Week in October. All of these meetings were critical in engaging Capitol Hill about the needs of ITP patients while drawing attention to the fact that ITP currently receives no federal funding for research.

ITP INTERNATIONAL ALLIANCE HOLDS ANNUAL MEETING

PDSA was honored to once again host members of the International ITP Alliance for the group's annual symposium prior to the start of this year's ITP Conference. Thirteen global ambassadors representing 12 countries: Argentina, Australia, Brazil, Canada, Denmark, Finland, Italy, the Netherlands, New Zealand, Sweden, UK, and US, joined together in San Antonio and shared updates on their association's activities and programs to educate and support ITP patients and caregivers. Alliance ambassadors were also joined by some of our industry partners who shared updates on ITP treatments and clinical trials.

Members of the International ITP Alliance traveled far and wide to San Antonio, proudly representing the global ITP voice at this year's ITP Conference.

FOUNDATION FOR WOMEN & GIRLS WITH BLOOD DISORDERS (FWGBD) CONFERENCE

At the Foundation for Women & Girls with Blood Disorders (FWGBD) Conference, PDSA Director of Outreach and Community Engagement and ITP advocate Melissa Hilsabeck met with Kerry Funkhouser, Executive Director of the FWGBD to discuss efforts to support the ITP community.

NORD BREAKTHROUGH SUMMIT

At the NORD Breakthrough Summit, PDSA Director of Programs and Events Jody Shy shares information about PDSA's educational materials and resources with Stephanie Fischer from the Pennsylvania Rare Disease Advocacy Council.

> *"Thank you for your good works to support the ITP community."*
>
> – Carla L.

LIVING RARE, LIVING STRONGER NORD PATIENT AND FAMILY FORUM

Melissa Hilsabeck with NORD CEO Pam Gavin and ITP patient Joey F. at the **Living Rare, Living Stronger NORD Patient and Family Forum.**

PDSA PARTICIPATED IN THE FOLLOWING MEETINGS:

- American Society of Pediatric Hematology/ Oncology (ASPHO) Conference
- American Society of Hematology (ASH) 66th Annual Meeting and Exposition
- 29th Congress of the European Hematology Association (EHA)
- Immunoglobulin National Society (IgNS) National Conference
- 10th International ITP Alliance Meeting
- Foundation For Women & Girls with Blood Disorders Conference
- National Organization for Rare Disorders (NORD) Rare Diseases and Orphan Products Breakthrough Summit
- Living Rare, Living Stronger NORD Patient and Family Forum
- Network of Rare Blood Disorders Organization (NRBDO)
- Thrombosis and Hemostasis Societies of North America (THSNA) Summit

ADVOCACY PARTNERSHIPS

Collaborations are critical to achieving our common mission of improving the lives of the people we serve.

The Autoimmune Association
A-Plus – American Plasma Users Coalition
ASH – American Society of Hematology
Blood Health Network
CBS – Canadian Blood Services
CORD – Canadian Organization for Rare Disorders
CPAG – Coalition of Patient Advocacy Groups
EHA – European Hematology Association
FDA Alliance
Genetic Alliance
IAPO – International Alliance of Patients' Organizations
ICON – Pediatric ITP Consortium of North America
Immunocompromised Collaborative
International ITP Alliance
NORD – National Organization for Rare Disorders
NRBDO – Network of Rare Blood Disorder Organizations
PPTA – Plasma Protein Therapeutics Association
THSNA – Thrombosis & Hemostasis Society of North America

ITP patients took center stage to share insights from their ITP journeys and engage in discussion. (L to R): Alyssa "Annie" Worsham, Anna Geer, Benita Proctor, and John Phillips.

Attendees had the opportunity to meet others during breaks.

"Thank you for [the] informative, meaningful, opportunity to connect."

PDSA Hosts 24th Annual ITP Conference

ITP Conference 2024 was a resounding success, attracting more than 90 new attendees!

Over 250 attendees, from 17 countries and 34 states, traveled to San Antonio, Texas, for the unmatched opportunity to gather in person as a community, to reconnect with and learn from one another, and to learn about the latest ITP research. This year's comprehensive agenda offered both large and small group sessions, expert insight from PDSA's Medical Advisors, a special keynote presentation on self-care with mind body medicine, and plenty of fun social gatherings. In honor of National ITP Awareness Month (September), PDSA was pleased to offer its members exclusive access to select recorded content from the conference.

↑ *Attendees gathered in the main ballroom for a series of informative sessions on ITP, including the Evolution of ITP Treatment and Guidelines, How Emerging Treatment Strategies Have the Potential to Transform Patient Outcomes, and Is There More to ITP Than Just Low Platelets and Bleeding?*

Attendees aboard Saturday night's river cruise were excited to take in the sights and sounds of the iconic San Antonio Riverwalk with fellow ITP patients and caregivers.

Elizabeth N. shares her thoughts on shared decision making during the Friday night dinner program.

Attendees shopped our pop-up Platelet Store, offering ITP awareness items, medical ID bracelets, clothing, jewelry, and more.

Kids Kamp, a popular destination for our younger attendees, provided a retreat of fun-filled activities and entertainment during sessions.

"Attending the Conference helped more than you could imagine.

My daughter has come home as a different person. For the first time, she is trying. She seems to be accepting her diagnosis and willing to talk about it. She was so unhappy before struggling to get out of bed and I have watched her wake up every day for school this year smiling."

– Amy E.

Small Inquire & Inspire breakout sessions offered time and space for more intimate conversations and Q&A, like this popular session on Issues Specific to Women and Girls with ITP led by PDSA Medical Advisors Terry Gernsheimer, MD and Nichola Cooper, MD.

At the photo booth, attendees brought energy and fun, leaving with snapshots to remember it by.

Participants from one of the teen sessions showcase their sticker designs, created to help spread ITP Awareness.

Patients had their questions answered by a physician panel of PDSA Medical Advisors and world-renowned experts during a live Q&A session. (L to R) David Kuter, MD, DPhil; John Semple, PhD; Annemarie Fogerty, MD; Craig Kessler, MD; Howard Liebman, MD; and Terry Gernsheimer, MD.

This year's ITP Conference was filled with laughs, hugs, heartfelt moments, and new connections made among attendees.

ITP Patient Connect Support Groups – A Welcoming and Encouraging Space

PDSA's very first support group meeting in 2003 established an enduring and valuable program that continues to expand its reach and touch the lives of ITP patients and caregivers. Today, PDSA's ITP Patient Connect program is an active collection of patient-led support groups, providing a space to offer encouragement, share personal experiences, and learn from one another.

By 2024, ITP Patient Connect had blossomed to **67 ITP support groups**, in **32** US states, **2** Canadian provinces, and **2** countries, who held a combined total of **80** in-person, virtual, or hybrid meetings with **1,200+** patients and caregivers participating.

Support Group Facilitator Breakfast and Workshop

A highlight of the ITP Conference, the Support Group Facilitator Workshop, brought together the leaders of our support group program to reconnect, share best practices, and learn about valuable resources for their groups. This year's agenda included a wide range of topics, starting off with ways that facilitators and the members of their support groups can get more involved with PDSA through patient engagement opportunities–such as speaking engagements or feedback sessions for industry partners–creating a voice for the ITP experience. Facilitators were then given an overview of PDSA's advocacy agenda, including our top priorities for legislation, recent Capitol Hill Day highlights, and ways big and small to take action. In addition to our in-person workshop held at the conference, PDSA hosted a virtual workshop for Support Group Facilitators at the beginning of the year, offering more facilitators the chance to network and learn about new resources to strengthen their support groups.

Current and prospective ITP Patient Connect Support Group Facilitators play a vital role in building community and offering much-needed support to patients and caregivers.

4th Annual Canadian Regional Meeting

PDSA CANADA
Empowering ITP Patients

In late September, PDSA held its 4th Annual Canadian Regional Meeting in Burlington, Ontario. PDSA Medical Advisor Donald Arnold, MDCM, MSc, FRCPC, McMaster University, kicked off the meeting with "Updates on ITP Treatments in Canada," followed by a presentation by Robert Klaassen, MD, FRCPC, Children's Hospital Eastern Ontario, on "ITP in Children – Update on the Treatment Landscape." PDSA's Director of Research and Canadian Advocacy Jennifer DiRaimo then gave an update on PDSA Canadian advocacy efforts and how patients can use their voice and experience to make a difference when it comes to the approval process for ITP therapies in Canada.

Also joining the speaker lineup this year was ITP patient and longtime PDSA member Kristin Hunt, MDCM, MSc, FRCPC, now a pediatric immunologist at The Hospital for Sick Children in Toronto. Dr. Hunt gave an overview on "When to involve an Immunologist in your ITP Journey: A professional and patient perspective." After a wonderful lunch and opportunity for ITP patients and caregivers to get to know one another, the day ended with powerful stories from ITP Warriors Sara Reesor (from Selkirk, ON) and Vanessa Clermont (from Eastern Passage, NS).

Attendees listen to Dr. Arnold's presentation on the Canadian ITP treatment update.

Canadian patients and caregivers, joined by Jennifer DiRaimo and PDSA's Board member Dale Paynter, who got into the spirit of "Sport Purple for Platelets" by dying his hair purple!

Educational Booklets

PDSA's library of free educational booklets can help you better understand and manage your diagnosis with the most current information. In 2024, we updated the *Women & Girls+ With Bleeding Disorders* and *Living with ITP* booklets. We added Vietnamese and Tagalog to the number of translations of the *ITP in Adults* and *When a Child Has ITP* booklets, bringing our collection to a total of **40** translated booklets in fifteen different languages.

2024 PDSA College Scholarship Winners!

$1,500 RECIPIENT

Sophia Mae Riser
FRESNO, CA
CALIFORNIA STATE UNIVERSITY - FRESNO

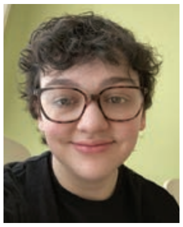
$1,000 RECIPIENT

Logan Resch
MILTON, GA
GEORGIA COLLEGE

$750 RECIPIENT

Ruby Min Bassford
MECHANICSVILLE, MD
SCHOOL OF THE ART INSTITUTE OF CHICAGO

$250 BOOK AWARD RECIPIENTS



Annalise Borrelli
PITTSFORD, NY
BUFFALO STATE UNIVERSITY

Hannah Castillo
POMONA, CA
WESTERN UNIVERSITY OF HEALTH SCIENCES

Bella Frausto
ROCKLIN, CA
GRAND CANYON UNIVERSITY

Ian Michael Price Lemus
VAIL, AZ
ADAMS STATE UNIVERSITY

Claire Opdahl
SIOUX CENTER, IA
UNIVERSITY OF IOWA

> *"PDSA, Thank you so much for selecting me as the 2024 scholarship winner. I really appreciate your support for my education, as well as the opportunity to attend my first PDSA conference. It means so much coming from an organization that empowers ITP patients."*
>
> – Sophia R.

Being diagnosed with ITP is scary for anyone, but even more so for kids. Created in 2014 to help alleviate the stress, pain, and anxiety of frequent needle pokes, the POKE-R Club for Kids$^{\text{SM}}$ program is an exclusive benefit for children of PDSA Members in the U.S. and Canada. Pediatric POKE-R Club members receive a special collection of positive reinforcement resources designed to improve their ITP experience, including a Buzzy® bee, a special pain relief device that helps eliminate or inhibit needle pain.

PDSA's POKE-R Club welcomed **24 new members** in 2024. A total of **199 children**, ages 1 to 18, were enrolled in this special program, representing **37 states, 4 provinces** and **2 countries**!

> ***"I wish I would've known about the POKE-R Club sooner, we did weekly blood draws for months. Thankfully he doesn't have to go for nearly as many now, but I think this is definitely positive reinforcement for him nonetheless."***
>
> – Goldie V., mom of Arthur K.

AWARENESS AND OUTREACH

2024 Social Media Reach

16k+
Facebook Page Followers
facebook.com/plateletdisorder

22k+
Facebook Group Members
facebook.com/groups/PlateletDisorderSupportAssociation

3.9k+
Instagram Followers
@PDSA_ITP

1.7k+
X Followers
@PDSA_ITP

249k+
YouTube Video Views
1.36k Subscribers
@PDSAorg

12k+
PDSA.org Discussion Group Members
pdsa.org/discussion-group

600+
LinkedIn Followers

pdsa.org

36.7k+
Unique Visits per Month

81k+
Total Visits per Month

GlobalITP.org

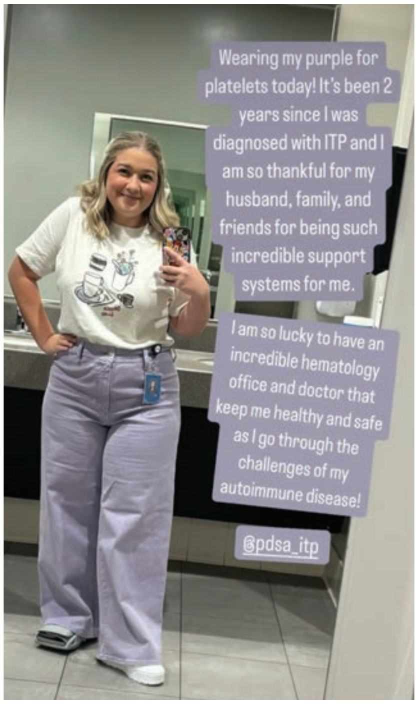
3k+
Unique Visits per Month

4.7k+
Total Visits per Month

The Power of Purple:

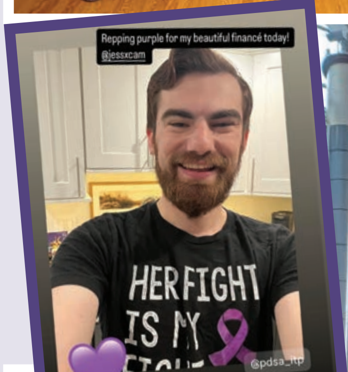
ITP Awareness Month Made its Mark!

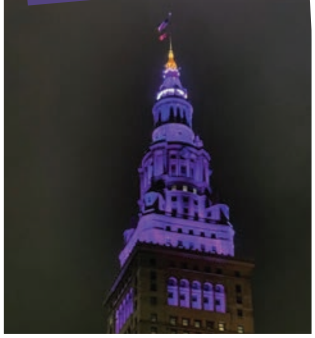
Each September during ITP Awareness Month, the ITP community focuses efforts to increase public awareness of ITP, highlight the experience of ITP patients, and ensure patients and caregivers have access to our growing network of resources and support. This past September was no exception. Together, this engaged community showed us the true power of purple, shining a bright light on this rare disorder nationwide. ITP patients, caregivers, friends and family, and professional partners shared countless stories and photos, held fundraisers, donned purple, and helped spread ITP awareness to the broader public. And thanks to your help with Painting the Town Purple, **15** monuments across the U.S. and Canada lit up purple.


Wearing my purple for platelets today! It's been 2 years since I was diagnosed with ITP and I am so thankful for my husband, family, and friends for being such incredible support systems for me.

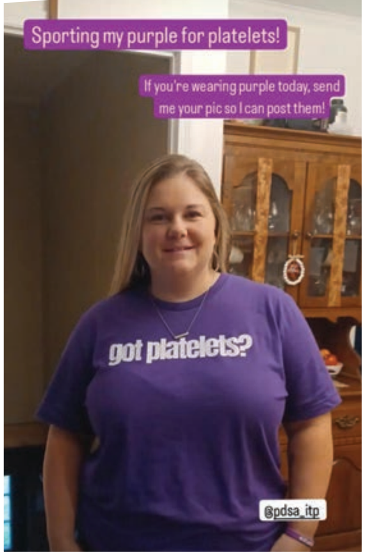
I am so lucky to have an incredible hematology office and doctor that keep me healthy and safe as I go through the challenges of my autoimmune disease!

@pdsa_itp

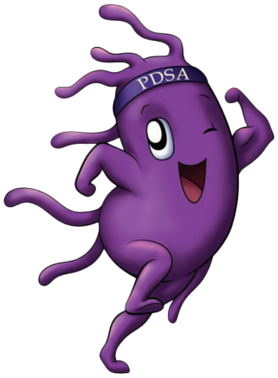

Repping purple for my beautiful finance today!
@jessxcam




Hobbes and I sporting our purple for platelets today! Happy ITP Awareness day! #itpawareness #ITP


Sporting my purple for platelets!

If you're wearing purple today, send me your pic so I can post them!



2024: A Successful Year for Pump It Up For Platelets!

The 2024 Pump It Up For Platelets! walk/run and fundraising program was once again a huge success! The ITP community demonstrated its commitment by actively working together and taking important steps to raise awareness for ITP and funding for PDSA programs and research.

TOTAL RAISED: $148k

17 Pump It Up For Platelets! events were held in the US and Canada

TOTAL PARTICIPANTS: 800+

> *"Because of PDSA we have made irreplaceable connections both in the healthcare field and with other ITP patients and families… We know that PDSA understands this journey, and that they also never want anyone to walk alone through this. That means the world to us."*
>
> – Jessica V.

Pump It Up For Platelets!
Thousand Oaks, CA
$1,010
Event Organizer: Amgen

Kristin Hunt Half Marathon
New Zealand
$1,500
Event Organizer: Dr. Kristin Hunt

Cardio Drumming for Platelets
The Villages, FL
$1,980
Event Organizers: Marcia and Jim Freed

Long Island Field Hockey Association Fundraiser
Long Island, NY
$3,000
Organizers: Long Island Field Hockey Association

Pump It Up For Platelets!
London, ON
$4,650
Event Organizers: Jennifer and Luigi DiRaimo

Pump It Up For Platelets!
South San Francisco, CA
$5,450
Event Organizer: Rigel

Pump It Up For Platelets!
Orange County, CA
$5,562
Event Organizers: Cathy and Raul Aldama, Leilani and Joey Fitzerald, Sr., Melissa Hilsabeck, and Kelly Torres

Pump It Up For Platelets!
Sofia’s Story – Southampton, NY
$6,203
Event Organizer: Krystal Ellis

Pump It Up For Platelets!
Detroit, MI
$8,401
Event Organizer:
Tracey Parker
Event Participants: Neelam Patel and Shailen Bhatt

> *“Tracey Parker is a hero – an advocate for those impacted by ITP and finding the cause and cure, all the time bringing her experiences in dealing with this disease herself.”*
> – Diane J.

Pump It Up For Platelets!
Peyt’s Petals, Pies, and Pumpkins and VandeVelde Fundraisers
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Event Organizers: Jessica, Cody, and Peyton VandeVelde

Devin Bowl
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$18,718
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Pump It Up For Platelets!
Purple for Platelets
Columbus, OH
$28,753
Event Organizers:
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Every gift is important and truly appreciated. The following lists recognize those who stepped forward to support our efforts in 2024.

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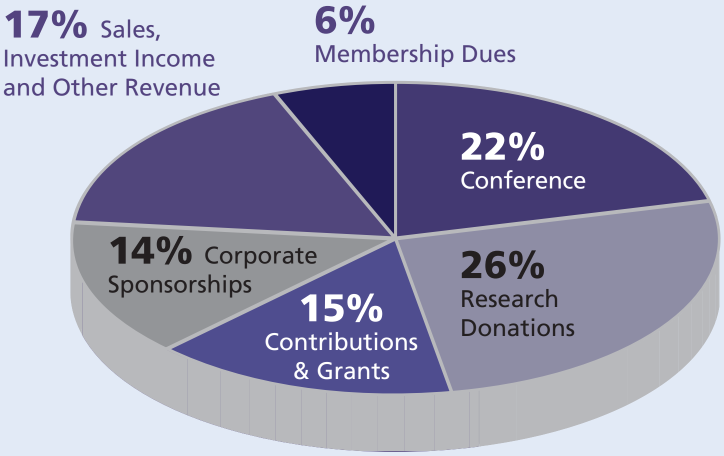
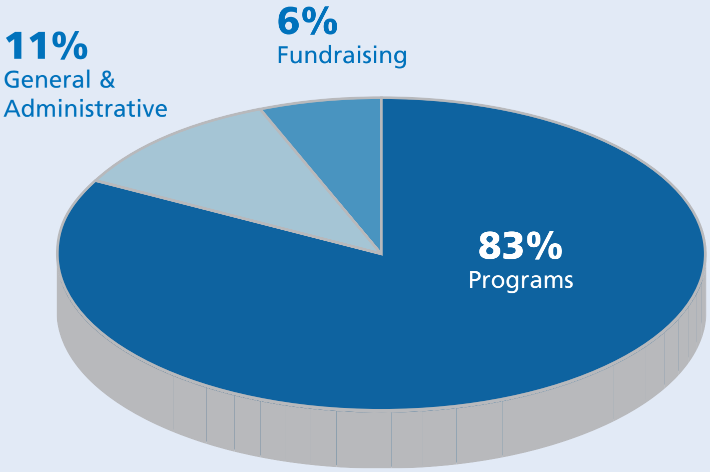


Contributions & Grants	$ 422,477
Corporate Sponsorships	$ 387,667
Conference	$ 597,107
Membership Dues	$ 178,024
Research Donations	$ 723,347
Sales, Investment Income & Other Revenue	$ 474,451
Total	**$2,783,073**

How The Funds Were Used



Programs	$1,332,005
General & Administrative	$ 180,710
Fundraising	$ 93,728
Total	**$1,606,443**
Net Assets at end of Year (accumulated)	***$7,690,600***

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> ***“PDSA continues to be a support and foundation for our family. Thank you and everyone at PDSA for all that you do, and helping our family on this journey.”***
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FACT: WE NEED MORE DATA

TO TRULY UNDERSTAND HOW RARE ITP IS, WE NEED DATA, WE NEED *YOU!*

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pdsa.org/registry