



**anxiety disorders  
association of america**

**annual report** '09



## from the board of directors

Dear Friends and Supporters,

On behalf of the Board of Directors, thank you for a successful 2009. We introduced new products — a wonderful new book, and three comprehensive new brochures — and an expanded and redesigned ADAA website. Our commitment to professional education reached new audiences with a workshop for school counselors and K–12 teachers. More achievements are highlighted on the next three pages.

ADAA also experienced a great loss at the beginning of 2010. We are deeply saddened by the death of President and CEO Jerilyn Ross, one of the founders of ADAA. This organization was fortunate to have a visionary leader who made such a profound impact on advancing the field of anxiety disorders.

Jerilyn was a tireless advocate and motivating force. Her courage, strength, and compassion brought help and hope to millions of people living with an anxiety disorder. Adding her own experience as a patient and clinician, she passionately represented our collective voice when speaking on Capitol Hill, at the National Institute of Mental Health and other government agencies, with professional and advocacy organizations, and to the media.

ADAA remains unique among mental health organizations, not only for its focus on anxiety disorders, but because it has broad representation across stakeholders. Under Jerilyn's leadership, ADAA built a strong foundation by weaving together education, science, training, and treatment.

The year 2010 marks the organization's 30th anniversary. It is up to all of us to carry ADAA forward as Jerilyn's legacy lives on.

Sincerely,



Jerrold F. Rosenbaum, MD  
Chair, Board of Directors



## achievements

**“Thanks to ADAA’s website,**  
I have been able to share my tips  
for OCD treatment compliance  
and recovery.

The fact that I have kicked OCD  
in the butt and live an emotionally  
stable life has given many  
hope. Thanks for giving me the  
opportunity to provide strength  
and comfort to so many.

Now, I know my purpose in life.  
I thank God for you and your  
organization. **You are saving  
lives and providing relief from  
this silent epidemic.”**

— Diance, Maryland

**>> Read Diance’s story at  
[www.adaa.org/understanding-anxiety/obsessive-compulsive-disorder-ocd](http://www.adaa.org/understanding-anxiety/obsessive-compulsive-disorder-ocd).**

### Website Expansion and Redesign

ADAA launched a redesigned website in January 2010. We worked for much of 2009 with nonprofit communications consultant Big Duck and technology consultant Jackson River to develop and implement a more dynamic website. Our site features more information and several new features, such as an ask-the-expert section, forums, in-depth information about treatment, the latest research on anxiety disorders, and new sections about children, depression, and for military and military families and professionals. The relaunched ADAA website is streamlined and it’s easier than ever to find the information you need.

### New Book Published

In April 2009 ADAA published the book *Triumph Over Shyness: Conquering Social Anxiety Disorder, Second Edition*. Using humor, warmth, and language that is easy to understand, authors and ADAA members Murray Stein, MD, MPH, and John Walker, PhD, explain what causes social anxiety disorder, how it affects social and romantic relationships, and treatments that work. The book offers practical tips to help manage anxious thoughts and physical symptoms of social anxiety disorder.

### New Brochures

ADAA responds to thousands of phone calls and e-mails each year, and we note trends and concerns. Soon it became clear: More people were calling about their children, medication, and their dual diagnosis of anxiety and depression. Our website provided information about these subjects, but there was a need for more. In January 2010 we published three new brochures: *Anxiety Disorders in Children*, *Treating Anxiety Disorders*, and *Anxiety and Depression*. Each contains up-to-date comprehensive information for consumers and their families and can be requested through our website or by calling 240-485-1001.

## achievements

### Monthly Podcasts

ADAA debuted monthly podcasts in May 2009. Each focuses on a single topic and features an interview with an anxiety disorder expert who is an ADAA professional member. Most podcasts are geared to clinicians but all are consumer-friendly. Topics include the genetics of anxiety disorders, treatment, PTSD, OCD, hoarding, body dysmorphic disorder, mind-body practices, and treating children. Listen or download them at [www.adaa.org/resources-professionals/podcasts](http://www.adaa.org/resources-professionals/podcasts).

### 29th Annual Conference

The ADAA Annual Conference is the only professional meeting on the science and treatment of anxiety disorders and related illnesses in adults and children. Nearly 700 researchers, clinicians, and students attended the 29th Annual Conference, *Anxiety and Health: Translating Research Into Practice*, in Santa Ana Pueblo, New Mexico. Attendees learned about the latest treatments and groundbreaking research and networked with renowned experts. The conference also provided continuing education credits.

### School Counselors Workshop

One in eight children has an anxiety disorder, and counselors and teachers can be as critical in the diagnosis and treatment as parents. ADAA sponsored a workshop for school counselors and K–12 teachers with this in mind. Attendees learned signs and symptoms of childhood anxiety disorders and effective interventions, and they left with resources and materials they could use immediately. ADAA professional members and childhood anxiety disorder experts Karen Cassiday, PhD, and Aureen Wagner, PhD, led the daylong workshop.

### New Task Forces

ADAA created three task forces on children, late-life anxiety, and PTSD to identify research and training needs in these areas. These member-led task forces will work in 2010 to develop new initiatives and education programs.

### Jerilyn Ross, 1946–2010



Jerilyn Ross, a pioneer and visionary leader in the field of mental illness, died January 7 in Washington, D.C., of neuroendocrine cancer. She was 63. In 1979 she was among a small group of patients and doctors who founded the Anxiety Disorders Association of America.

Jerilyn served as its president and chief executive officer from 1989 until her death.

Dedicated to advancing the mission of ADAA, Jerilyn was an ardent public advocate, and she traveled the country to deliver the message that anxiety disorders are real, serious, and treatable. She appeared on “The Oprah Winfrey Show,” “Today,” “Good Morning

## achievements

America,” and hundreds of other national television and radio shows and was quoted as an expert in several hundred newspaper and magazine articles.

She authored two books, produced an audio and video self-help program, hosted a weekly award-winning talk radio show for six years, and received several honors and awards. She also founded the Ross Center for Anxiety and Related Disorders, a private practice in Washington, D.C., in 1992, and served as director until she died.

Thanks to her tireless efforts, Jerilyn’s dream of offering hope and access to effective treatment for every person suffering from an anxiety disorder will continue.

>> Read more about Jerilyn’s life and accomplishments at [www.adaa.org/in-memoriam-jerilyn-ross](http://www.adaa.org/in-memoriam-jerilyn-ross).

### Career Development Travel Awards

Supporting research is a critical part of our mission. ADAA has awarded nearly \$1 million to 215 anxiety disorders researchers since developing the awards program in 1999. In 2009 we supported 11 anxiety disorders researchers through our Career Development Travel Awards. These awards are given to early career professionals with a research interest in anxiety and anxiety-related disorders such as basic and clinical neurobiology and psychopharmacology, clinical psychology, genetics, neuroimaging, epidemiology, and public health.

### National Stress Out Day

Expanding ADAA’s National Stress Out Week campaign to college campuses, ADAA partnered with the nonprofit Active Minds, Inc., to bring National Stress Out Day to students nationwide. This event educates students about the difference between stress and anxiety and an anxiety disorder through campus-wide activities. In April 2009 it was organized by Active Minds chapters on 77 college campuses in the U.S. and Canada.

### Campus Faces Program

ADAA has distributed more than 25,000 *Got Anxiety?* brochures — designed and written with college students in mind — to U.S. colleges and universities to date. This program is part of our effort to educate students, as well as counselors, therapists, faculty, and staff about the prevalence of anxiety disorders among college students. Learn more at [www.adaa.org/living-with-anxiety/college-students](http://www.adaa.org/living-with-anxiety/college-students).

### Amazon.com Presence

In the fall ADAA started selling its two books, *Facing Panic* and *Triumph Over Shyness*, on Amazon.com, the largest online retailer in the U.S. Sales in January 2010 were up 300 percent over September 2009. Marketing our books on Amazon allows us to reach a wider audience and encourages buyers to visit our website and use ADAA as a resource. To ensure fairness, our books cost the same on Amazon.com as on our website.

# donor spotlight

## Sarah Hunt, Marathoner

In November 2009 Sarah Hunt ran the ING New York City Marathon in memory of her mother, Robin, who suffered from debilitating anxiety and depression.



And she raised nearly \$8,000 for ADAA along the way.

“She hated living with anxiety and depression,” Sarah says about her mother, who passed away that April. “On most days the simple acts of daily living were too much for her to handle. Her disease kept her alone, sad, and scared. No one should feel that way.”

Sarah chose to support ADAA because she believes in our mission to educate the public and work to reduce the stigma surrounding anxiety disorders, and our dedication to the prevention, treatment, and cure of these disorders. With Sarah’s gift we can help people like her mother take the necessary steps to treatment and a better life.

With friends and family cheering her on, Sarah finished the marathon in 5 hours and 40 minutes.

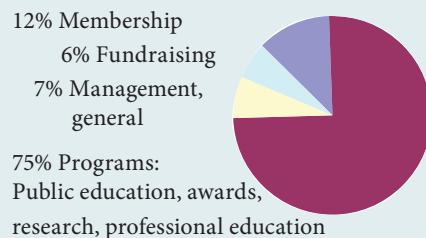
“I’m so happy that together we were able to make a difference in the lives of people who suffer as my mother did,” she wrote later on her blog. “I may have physically run alone, *but all your donations, love, and support carried me over that finish line, and for that I will be forever grateful.*”

Inspirational people like Sarah prove that one person can truly make a difference in the lives of others. ADAA is grateful to her and our many other donors.

## Finances

### Where Your Dollars Go

Programs	973,303
Public education	285,882
Awards, research	9,750
Professional education	677,671
Membership	160,409
Management, general	91,330
Fundraising	77,046
<b>TOTAL EXPENSES</b>	<b>1,302,088</b>



### Corporate Contributions

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

- AstraZeneca
- Jazz Pharmaceuticals
- Pfizer Inc.
- Takeda Pharmaceuticals
- Wiley-Blackwell

## 2010 board of directors

### By the Numbers

**102,188,443**

Media impressions — print, online, and radio

**3,081,298**

Page views on our website,  
[www.adaa.org](http://www.adaa.org)

**10,942**

People who receive the monthly  
*Triumph* e-newsletter

**1,829**

Facebook fans and MySpace  
friends



>> Learn more about the  
**Anxiety Disorders Association  
of America** at [www.adaa.org](http://www.adaa.org).

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