

## Executive Director Report Fiscal Year 2010



Dear Members and Friends of FIRST,

Our current four-year strategic plan is almost complete. Working with the Board of Directors, staff and several key volunteers, we have successfully accomplished and are currently implementing the plan's key initiatives since 2008.

Our new website provides cutting-edge information and resources at your fingertips. New materials are being developed to ensure FIRST provides support through all stages of an affected person's lifecycle. Our Support Network has been regionalized to better serve member's needs. Regional meetings, topical conference calls and community outreach initiatives have been implemented. We are engaging more dermatologists and other healthcare providers through our tele-ichthyosis website. Our new database has improved our membership tracking system, which enables us to better meet your needs. And, we've developed a diversified fund raising program to improve our financial stability and ensure the continuation of our services.

Currently, we are implementing a comprehensive marketing plan to engage new members, strengthen our relationships with current members, increase our arsenal of knowledgeable physicians, and reach new audiences for greater awareness.

Funding research is our top priority. We are grateful to all our generous benefactors who contribute to our research fund, allowing FIRST to continue to fund vital research.

Hosting the international Frontiers in Ichthyosis Research meeting this past summer took us one step closer to advancing a collective effort to find a cure.

Our Board of Directors will meet for its annual face-to-face retreat this November to adopt a new four-year strategic plan. You can be confident that your investment in FIRST is extremely valued and will be used for the most worthwhile and beneficial programs for the ichthyosis community.

FIRST proudly celebrates its thirtieth anniversary this year. Our history is marked with many accomplishments. Supported by our members, donors and friends, FIRST will continue to educate, inspire, and connect those touched by ichthyosis and related disorders through emotional support, information, advocacy and research funding for better treatments and eventual cures.

Sincerely,

Jean R. Pickford  
Executive Director