



NASH knowledge
THE SILENT EPIDEMIC

2023 Annual Report



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Welcome to our first Annual Report. Feedback is welcomed. 2023 was a memorable year for us. We had the joy and honor to celebrate our 5-year anniversary. We are beyond proud of all that we have accomplished in our first five years and look forward to continuing our mission of improving awareness and education around liver health within the general public and those most at risk for fatty liver disease. Our passion is fueled by the fact that most people with a fatty liver don't know they have it and many of those who do know don't understand the potential consequences. The support we receive from many in various ways helps us make the difference that we do. I want to conclude by especially thanking the sponsors who have provided the resources that make our work possible. Oh, and don't forget to give your liver some extra love today!

Gina Villiotti Madison



We are on a Mission



NASH kNOWledge Founder, Tony Villiotti within the first hour after liver transplant

Mission

Simply put, we aim to reduce the need for liver transplants.

We do this by increasing awareness and providing education about liver health, specifically fatty liver disease, which is a growing public health epidemic.

Our Work: Outreach

LOCAL

- Attended **15 health fairs and community events** in the Pittsburgh area discussing the liver, fatty liver disease and the link between nutrition and liver health. Distributed squishy livers and educational materials to at least **5000 people**
- **Livvy the Liver mascot** hit the streets educating the general public about liver disease
- Conducted 3rd Annual Teeing Off On Liver Disease Fundraiser at Topgolf and **raised about \$25,000** to help support our mission



NATIONAL

- Grew Liver Disease Support Group with a **70% year-over-year increase** in group membership with members spanning **35 states plus Canada**
- Launched Ambassador Program to **expand community outreach** beyond Pittsburgh



○ Represents a state where support group member lives

GLOBAL

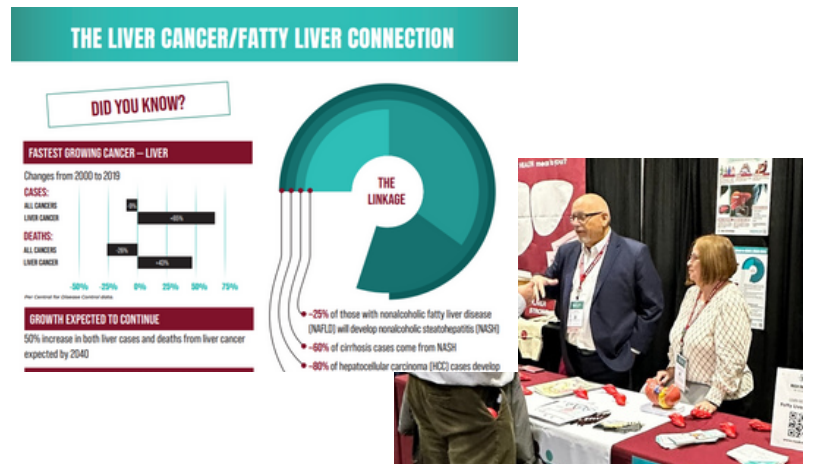
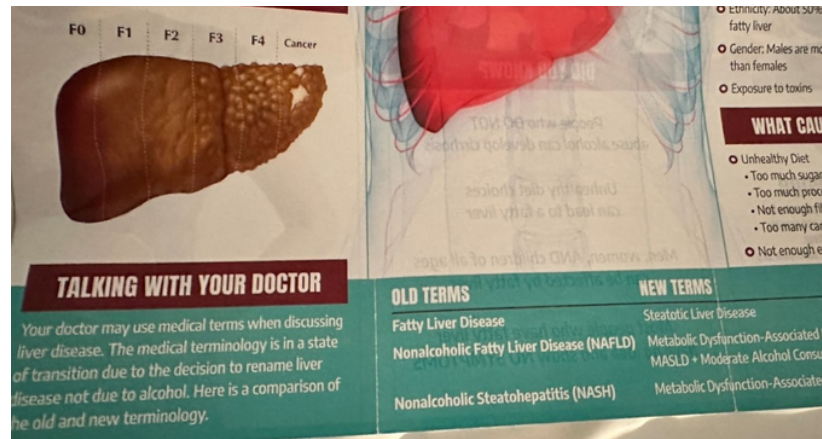
- Went International with our materials being used in the **Dominican Republic, Venezuela and Mexico** and presentations at numerous clinics in the DR



Our Work: Foundational

RESOURCES

- Developed additional educational resources and **provided them free of charge** to interested parties
- Revised Fatty Liver Brochure with **“nomenclature-neutral”** approach
- Produced 18” x 24” posters now being used in **more than 25 offices and clinics** across the US, Venezuela, and Dominican Republic
- Developed **Liver Cancer Fact Sheet** which serves as a guide for those afflicted by that condition.



POLICY

- Advocated on **Capitol Hill**
- **Testified in ICER and FDA hearings** in support of the approval of fatty liver medications
- Participating in **NIMBLE Consortium** and as a **patient ambassador** for the **Foundation for the National Institutes of Health**



INDUSTRY

- Member of **Liver Action Network**
- Exhibitor and speaker at the **AASLD Liver Meeting**
- Spoke at numerous industry forums and at companies focused on the **patient experience**



Our Work: Priorities

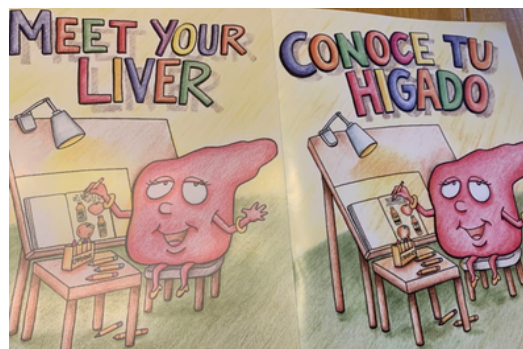
HISPANIC

- Hosted NASH Day event at Roberto Clemente Museum featuring Hispanic doctors and attended by **70 key leaders in Pittsburgh Hispanic community**
- Developed strong relationships and trust within the community, hiring **staff/interns from the community**
- Participated in several **Hispanic festivals** with information table
- Visited **Latino Community Center** to engage with summer program students educating about liver health with games and Livvy the Liver visit



FAMILIES/KIDS

- Produced **English and Spanish language coloring books** that link to **animated videos** to educate kids about the liver, its importance and how to keep it healthy
- **Attended health fairs at several local school districts** and connected with teachers, sharing **materials to use in their classrooms** and to come into their classrooms for presentations with Livvy the Liver
- Partnered with **Kids of Steel**, Pittsburgh Marathon kids program to educate kids and families about **liver and nutrition**



Our Impact

850,000+

People reached through social media collectively through Facebook, Instagram, YouTube, TikTok and LinkedIn

15,000+

Unique website visits

5,000+

People talked to directly, in-person through one-on-one conversations at community events, health fairs, presentations and more

250+

Patients and caregivers who belong to our Liver Disease Support Group

40+

Events and/or presentations that we participated in or spoke at, including networking events

25+

Clinics and/or doctors offices where our materials are actively being used

“ I have it and I need help! ”

“ Thank you for taking the time to listen and help me ”

“ Your website is chock full of such great information. It is the best I have seen yet. So helpful ”

“ It’s no coincidence I met you today, my husband was just told he has a fatty liver, we thought it was no big deal. I am taking this information to his doctor ”

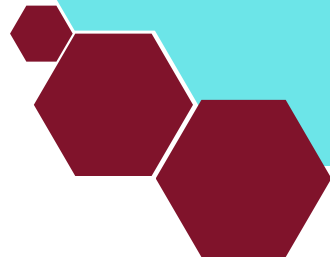
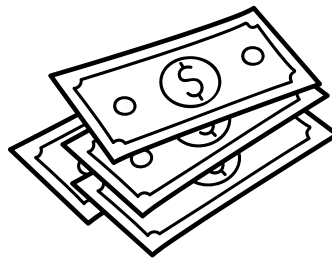
“ Thank you for doing what you do! More people need to know about this, I had no idea! ”

“ I am so glad you have this Support Group, I honestly don’t know what I would do without it ”

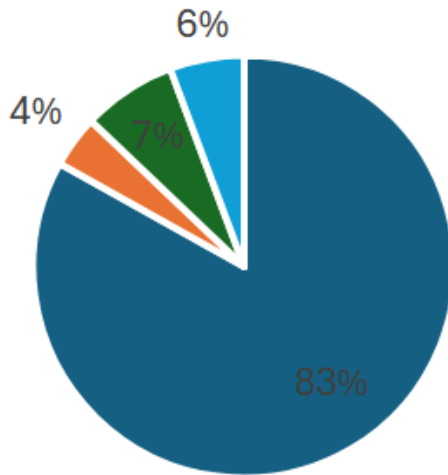
“ You have taken a great approach in how you have covered the nomenclature change in your brochures. Easy to explain. ”

“ Homerun! Patients already commenting on them (posters) and staff said they are high quality and easy for people to understand. ”

Financials

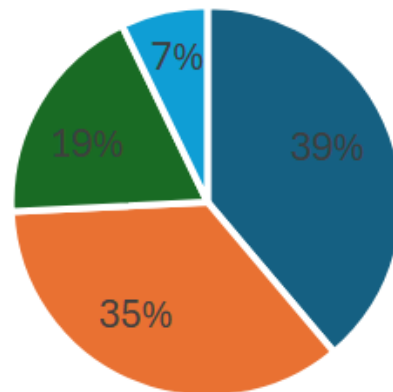


Where Our Money Comes From



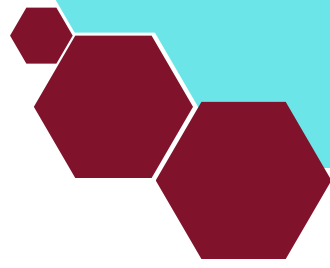
- Pharma Grants
- Foundations
- Topgolf Fundraiser
- Donations and Other

Where Our Money Goes



- Hispanic Community Education
- General Awareness
- Family Education
- Support Group

Looking Ahead to 2024:



Key Priorities

In order to achieve our goals, additional funding and staff/resources are needed in 2024.

Hispanic & Latino
Community
Outreach

Children & Family
Focus within
Community and
Schools

Grow Liver Disease
Support Group

Increase Overall
Awareness &
Education

Meet Our Team



Tony Villiotti
Founder
& Board
Chairman



Gina Villiotti
Madison
Executive
Director



Betsy Villiotti
Vice
President
& Support
Group
Manager



Dave Villiotti
Assistant
Treasurer
& Board
Member



Patty Wihlborg
Coordinator

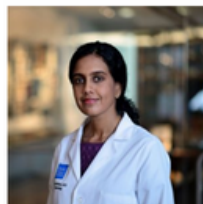


Dr. Carlos Sanchez, MD
Medical
Advisor

Outside Board Members



Dr. Mary Ayers
Children's
Hospital
of
Pittsburgh



Dr. Maya Balakrishnan
Baylor College
of Medicine &
Ben Taub
Hospital



Shawn Bannon
Truist &
IPuttAround
.com



David Garcia, PhD
University of
Arizona &
Nosotros
Comprometidos
a Su Salud



Gerald Jones.
REVELxp



Dr. Karen Jerome-Zapadka
Heritage Valley
Health System
& Valley
Gastroenterology



Charles Kelly
Saul
Ewing
Arnstein &
Lehr LLP



Dr. Tony Martinez
University
at Buffalo



Dr. Mazen Nouredin,
Houston
Liver Institute
& Houston
Research
Institute

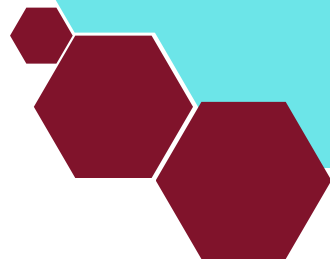


Dr. Shikha Sundaram
Children's
Hospital of
Colorado



Dr. Cristina Strahotin,
Allegheny
Health
Network

We Thank Our Supporters



How You Can Help



Funding



Volunteering



Sharing

There are a variety of ways you can join us in our ongoing efforts to raise awareness and provide education regarding fatty liver disease.

- The most obvious way is to **support us financially** through **corporate grants** or **individual donations**. This helps to “keep the lights on” and pursue our priorities.
- **Volunteer with us** as we continue to grow. This can take the shape of helping us “behind the scenes”, **joining us at Pittsburgh area events** or working on our behalf **in your local community**.
- One of the most valuable ways to support us is to simply **share more about our organization with others** – the work that we are doing, why liver health is so important, the risk factors for fatty liver and the **tools and resources we have available for free!**

Thank you and we look forward to an even more successful 2024!

