



F·E·A·S·T

Families Empowered and Supporting
Treatment of Eating Disorders

Annual Report 2020



Life changed for all of us in 2020 with the presence and challenges of COVID-19. Fortunately, F.E.A.S.T. was already set up to function online and we were able to seamlessly continue the delivery of our support services to parents around the world. COVID has had many negative effects on people affected by eating disorders and their families, and we at FEAST have been here to support these families during times of enormous distress. The increase in waiting times for treatment, virtual eating disorder treatment instead of in-person appointments, and social isolation, among other things, have had a dire negative impact on our community. FEAST made a true effort to be there in 2020 for each and every family who needed us, and I believe we largely succeeded.

F.E.A.S.T. made several notable accomplishments in 2020. We upgraded our website with a more visually appealing and user-friendly home page, we restructured categories and subcategories to make information more accessible, and we increased our educational content and created a more robust blogs section.

F.E.A.S.T. launched its innovative FIRST 30 Days service in September 2020. FIRST 30 Days is designed to transform parents into empowered caregivers in 30 days by offering 30 daily modules with approximately 30 minutes worth of information and resources relating to eating disorders and caregiving. There is also a built-in support component that provides an opportunity for parents to ask questions and receive support from our peer support volunteer team. This service is generating donations for F.E.A.S.T. through the request on Day 31 to “pay it forward” and fund the program for another family.

2020 was a time of transition for F.E.A.S.T. The Board of Directors decided it would be in the best interests of F.E.A.S.T. to downsize, and an interim board consisting of five members was elected: Laura Collins Lyster-Mensh, Nicki Wilson, Judy Krasna, Ellen Ewing, and Rachel Polonsky. The interim board got to work immediately on a strategic plan that would navigate F.E.A.S.T. to a place of financial stability, effective governance, heightened impact, and greater output.

Our dedicated volunteers made sure our three online parent forums were running smoothly and serving the needs of our caregiver community, and that our parent support lines were answered promptly, offering parents the information, resources, and support they needed. Our volunteers are the core of F.E.A.S.T., and we appreciate their commitment and their hard work on behalf of our organization.

F.E.A.S.T. is full of promise for 2021 and beyond. We are producing a new training program for our support volunteers. We are planning educational webinars that can serve as a bridge between stakeholders. Work has already begun on developing and implementing a comprehensive fundraising plan to increase our financial stability. We are working on ways to raise our profile in the eating disorders advocacy sector. We will be developing more services that connect with FIRST 30 Days and executing data driven enhancements to the program itself.

We are in an excellent position to accomplish everything we set out to do, and we have gotten off to a running start in 2021. I passionately believe in F.E.A.S.T., and I appreciate the opportunity to lead such a vital organization.

Respectfully submitted,

Judy Krasna
Executive Director
F.E.A.S.T.

Our Mission

F.E.A.S.T. is an International non-profit organization of and for caregivers of loved ones suffering from eating disorders.

F.E.A.S.T.'s Mission is to support caregivers by providing information and mutual support, promoting evidence-based treatment, and advocating for research and education to reduce the suffering associated with eating disorders.



Our Programming

F.E.A.S.T. stands for Families Empowered and Supporting Treatment for Eating Disorders and refers to the crucial role caregivers play in their loved one's recovery by helping them eat. Established in 2007, F.E.A.S.T. (EIN 26-4706974; gold Guidestar profile) is an organization of and for parents and caregivers to help loved ones recover from eating disorders by providing information and mutual support, promoting evidence-based treatment, and advocating for research and education to reduce the suffering associated with eating disorders. F.E.A.S.T. is trusted by families and clinicians worldwide due to our long-standing, excellent reputation as leaders in the parent/caregiver eating disorder community, our guiding principles, and our commitment to independence from the marketing and sponsorship funding model that has compromised progress and accountability in the field.

Eating disorders are both deadly and treatable, which is why F.E.A.S.T.'s services are so critical; what we do saves lives. The support, information, and resources we offer families can absolutely make the difference between a good outcome and a tragic one. Eating disorders carry one of the highest mortality rates of all mental disorders. Some of these deaths are due to medical complications and some are due to suicide. Evidence shows early intervention improves outcomes, which is why we are so passionate about trying to reach families during the early stages of their loved one's illness and offering them actionable help.

We achieve our mission through a variety of services to families, offered free of charge. Our three moderated online forums for parents offer instant connection with experienced parent caregivers. Our Family Guide Series empowers parents with expert evidence-based booklets to help navigate treatment, nutrition, and the neurobiology of eating disorders. The F.E.A.S.T. of Knowledge event held annually is a highly regarded and globally broadcast event connecting top researchers and clinicians with the larger caregiver community.

F.E.A.S.T.'s website provides a wealth of information for parents and caregivers seeking education and resources that can help their loved one recover from an eating disorder. Through the use of online tools and technology, we are able to connect families from all over the world in real time, and on their own time. Like the families we serve, our volunteers and board members are from dozens of countries, across many platforms. We estimate our community to number 5,000 people actively engaged annually.

F.E.A.S.T.'s Global Task Force for Regional Action ensures there are regional representatives on the ground around the world who provide parental support in their area, offer information on local resources, and serve as regional advocates in pursuit of better, more effective treatment for eating disorders and greater access to treatment across their countries.

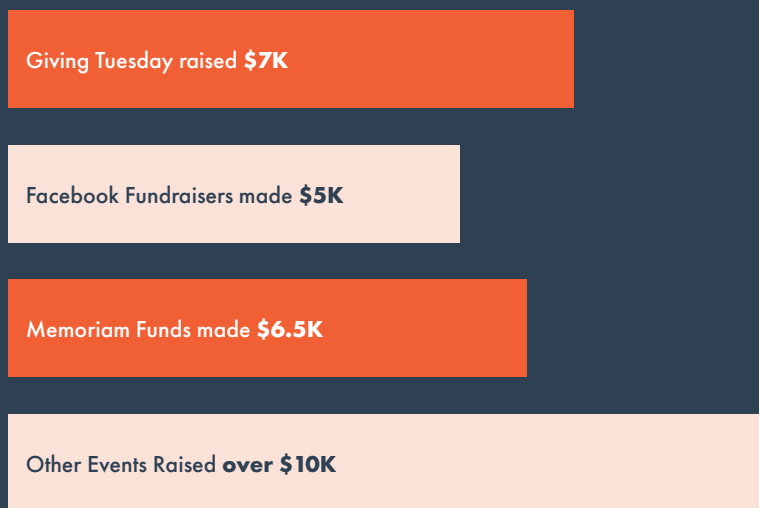


Major Donors in 2020

Total # of Donors in 2020



This number nearly **doubled** from 2019



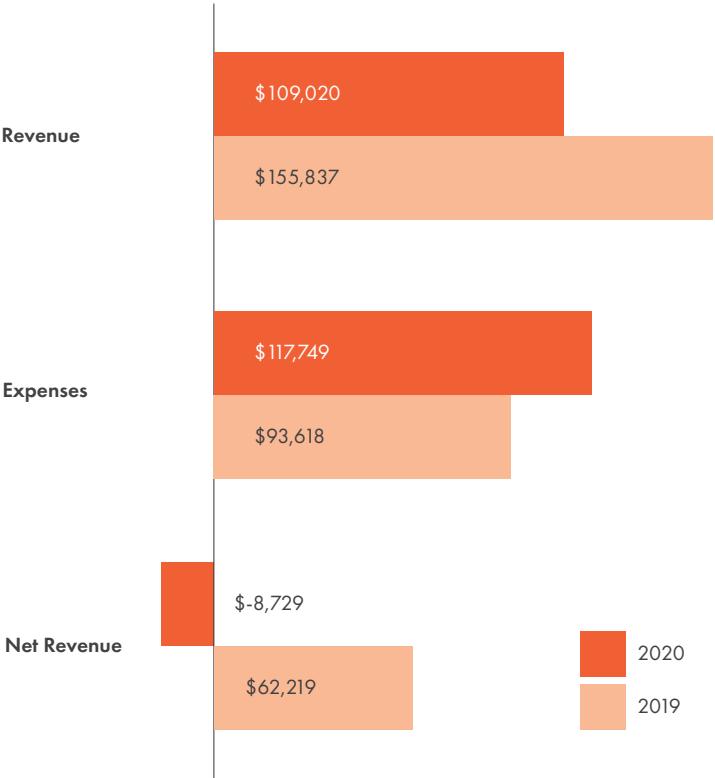
First30Days programming raised over **\$10K** in the first **four months** it was offered

Our Financial Position

F.E.A.S.T has reached a pivotal point in its existence. Since hiring an Executive Director two years ago to lead F.E.A.S.T., we have grown exponentially. Our expanded programs and services, combined with our extended global reach, now provide countries with no previous parent peer support the resources vital to them. Our growing social media presence draws in thousands of parents per month seeking support and information. We have rebuilt our website so families and health professionals may easily access current data and resources. We have enabled a chat feature that allows parents in need of guidance to connect in real time with experienced F.E.A.S.T. volunteers. We have created strong channels of collaboration with other eating disorder advocacy/professional organizations. Our Global Task Force members have attended meetings and conferences where they were able to affect eating disorder policy decisions and treatment guidelines.

In 2021 we expect expenses to be approximately \$200K. Costs will be driven by fees for a new association management company as well as staff salaries. We are seeking to generate 15–20% of revenue from our First30Days service and the remainder through donations. We need to reach \$200K in donations in 2021 to make sure families will have access to the critical services F.E.A.S.T. provides.

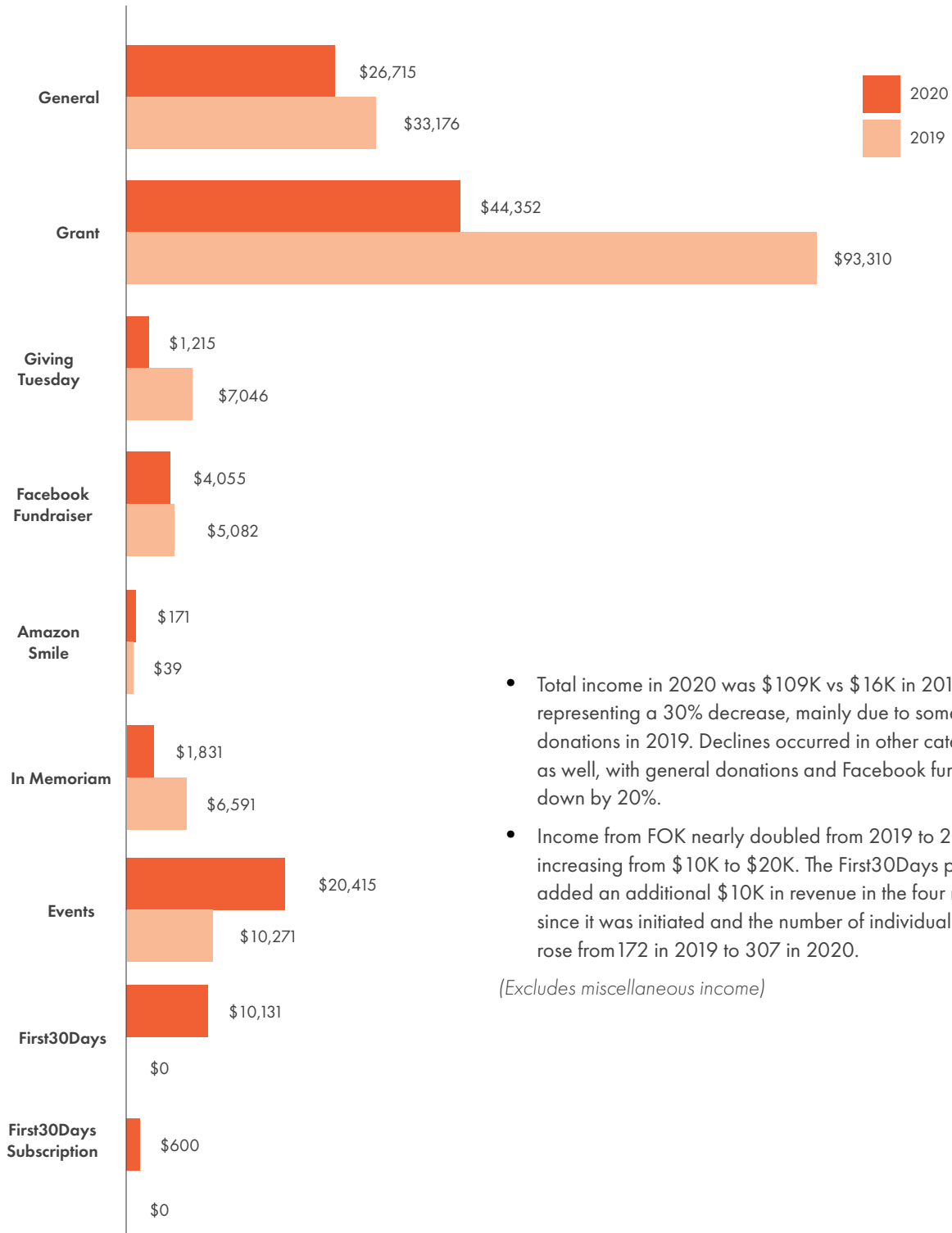
2020 YoY Performance



F.E.A.S.T. revenue decreased by 30% over 2019, FOK revenue offset some of the increase, but reserve funds were used to cover the \$8.7K shortfall due to the following factors:

- Large donations decreased from \$93K (2019) to \$40K (2020)
- Expenses went up 26% driven by payroll
- Payroll expenses increased 35%
- Non-Payroll decreased slightly by 3%
- Overall net revenue declined by 114% and reserve funds were used to cover the \$8.7K shortfall

2020 vs. 2019 Income by Category



- Total income in 2020 was \$109K vs \$16K in 2019, representing a 30% decrease, mainly due to some large donations in 2019. Declines occurred in other categories as well, with general donations and Facebook fundraised down by 20%.
- Income from FOK nearly doubled from 2019 to 2020, increasing from \$10K to \$20K. The First30Days program added an additional \$10K in revenue in the four months since it was initiated and the number of individual donors rose from 172 in 2019 to 307 in 2020.

(Excludes miscellaneous income)

A Look Ahead

As F.E.A.S.T. looks forward to 2021 and beyond, we have developed a three-year Strategic Plan.

Our goals include:

- Serve 10,000 global families annually by 2024
- Broaden sector recognition
- Offer F.E.A.S.T. services at scale
- Increase funding

To accomplish these goals, F.E.A.S.T. has broken down the larger goals into sub-strategies as follows:

2021 F.E.A.S.T. Strategy Tree

Overall 3 Year Objective	Serve 10,000 global families annually by 2024							
Strategies	Broaden Sector Recognition		Offer Services at Scale				Increase Funding	
Sub Strategies	Effectively Position Brand	Actively Promote Services	Market Education Program for Caregivers/ Clinicians/ Advocates	Streamline Processes	Improve Workforce Planning	Enhance F3OD	Increase Donations	Charge for Services

