



F • E • A • S • T

Families Empowered and Supporting
Treatment of Eating Disorders

Annual Report 2021



2021 was a year of change and growth for F.E.A.S.T. I stepped into my role as Executive Director in February; and at that time, F.E.A.S.T. hired an association management company to provide professional staffing for the organization. The Board of Directors gained three new members, and four new committees were established: Fundraising, Finance, Technology, and Nominations.

F.E.A.S.T. ran a successful annual giving campaign (Give Thanks to F.E.A.S.T.) which raised almost 17% more than our \$30,000 goal! In addition, we raised significantly more in general donations this year than in previous years. Our financial position has improved, which will enable F.E.A.S.T. to continue providing our existing services and to launch new services to meet the growing and diverse needs of our community.

F.E.A.S.T. developed and disseminated an Impact Survey to assess our performance and to determine whether there are gaps in our services which need to be addressed. To date, we have received 300 responses to the survey. We will use this invaluable data to modify our current programs and services and to guide future development.

The heart of F.E.A.S.T. is our parent support volunteers, who serve our community 24/7 with extraordinary dedication and commitment. This year, 12 new parent support volunteers joined our team, and we developed an online training program to properly prepare them for their role with F.E.A.S.T. In addition, we established a monthly supervision meeting for support volunteers to give them a space to share difficult experiences and situations, and to both receive and offer guidance, insight, and advice. This group is facilitated by F.E.A.S.T. advisor Rachel Bachner-Melman.

We hosted 8 successful webinars during 2021 with an average attendance of 100 participants per webinar. We look forward to continuing our webinars in 2022. Thank you to the members of our esteemed advisory panel who educated, enlightened, and informed our parent community by presenting at these webinars.

In early 2022, we launched a new CRM database so that we can improve and increase engagement with the community which we serve.

F.E.A.S.T. currently serves over 5000 families worldwide, and it is our strategic goal to serve 10,000 families by the year 2024. We are working hard to achieve that goal by thinking and moving in several different directions simultaneously. I would like to take this opportunity to thank F.E.A.S.T.'s hard-working Board of Directors who have supported me, challenged me, advised me, and assisted me throughout this past year. F.E.A.S.T. is fortunate to have you, and so am I.

Respectfully,

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.



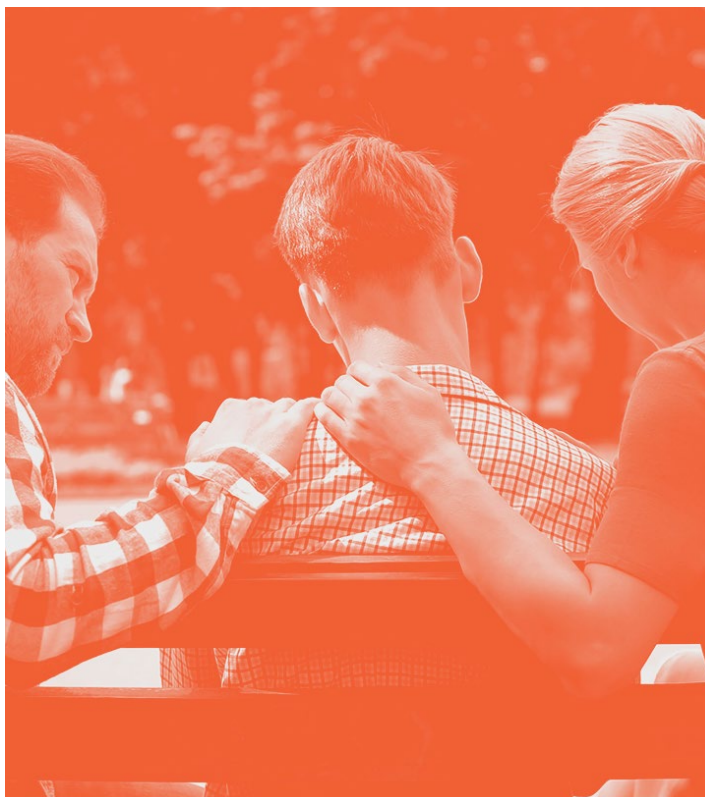
Our Programming

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 multitude of services to families, all free of charge. With three moderated online forums, families gain a connection with experienced parent caregivers. Our Parent Support Lines, staffed by dedicated peer volunteers, answer a range of questions asked by parents who are desperate for help and information. The 30 Days program educates and empowers parents to become more effective caregivers in one month's time. Our Family Guide Series is composed of expert evidence-based booklets to help families navigate treatment, nutrition, and the neurobiology of eating disorders. Men of FEAST offers skill-based support to dads and other male caregivers. Educational monthly webinars educate on a range of subjects which have a wide appeal to our parent community. The annual F.E.A.S.T. of Knowledge event is a highly regarded and globally broadcast event connecting top researchers and clinicians with the larger caregiver community. All culminating in a net of support for families and caregivers.

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.



2021 in Numbers



↑67%

F.E.A.S.T.'s **website use** was up more than 67%.



\$125,000

F.E.A.S.T. raised over \$125,000 in **donations** (not including operating grants).



1,000

The Around the Dinner Table Forum gained over 1,000 **new users**.



1,800

The Around the Dinner Table Facebook Forum gained over 1,800 **new users**.



3,800

Over 3,800 **caregivers** registered for our First 30 Days service.



745

745 **people** attended our webinars.



3,000

Our Family Guide booklets were opened more than 3,000 **times each month**.



1,200

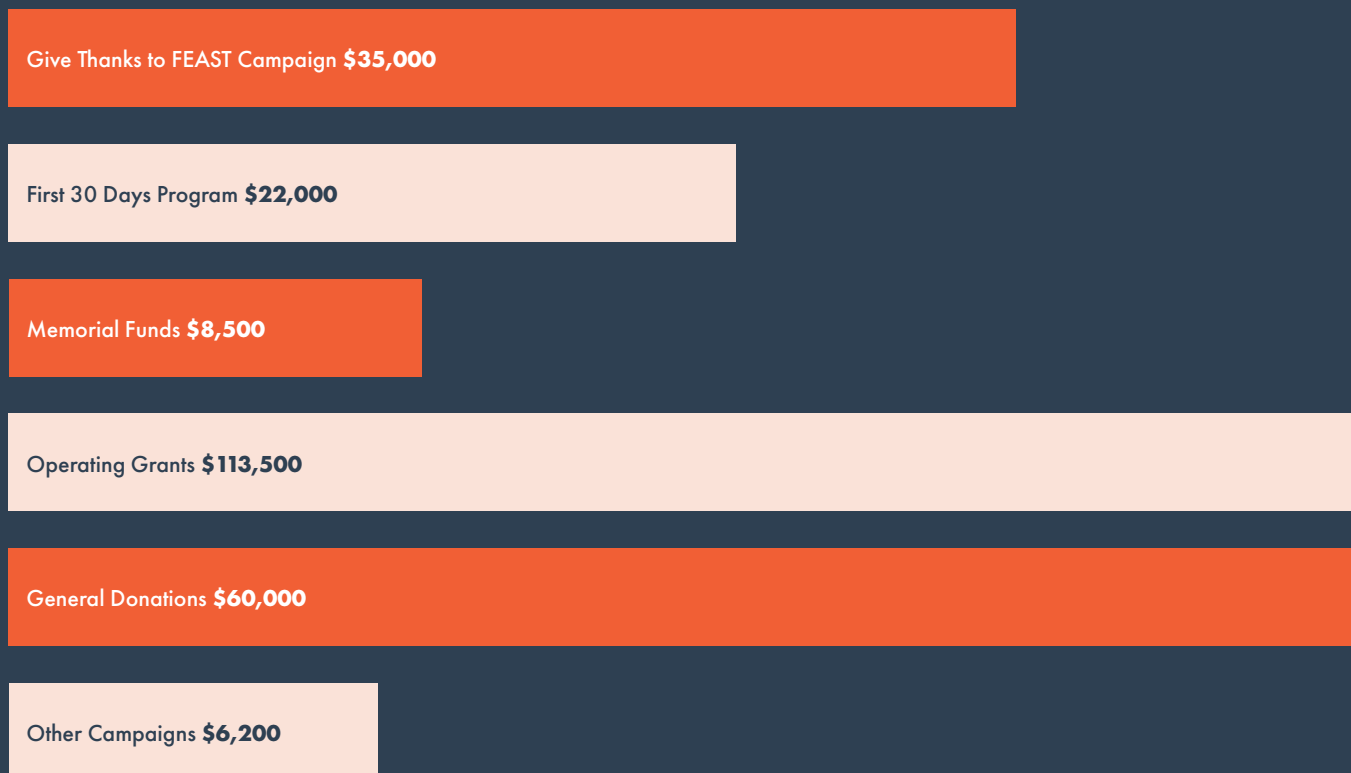
Our parent support channels were used by over 1,200 **families**.

Major Donors in 2021

Total # of Donors in 2021

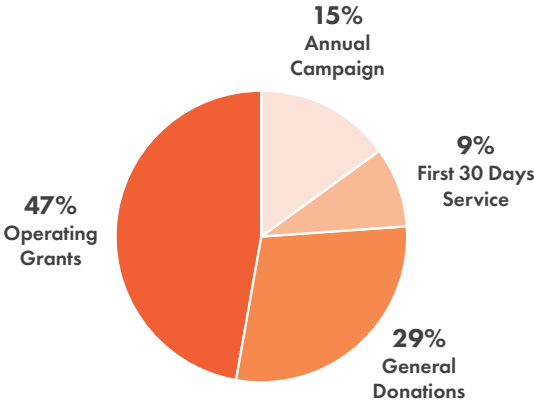


This number **quadrupled** from 2020.

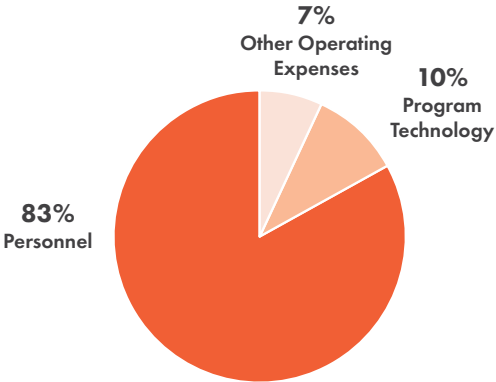


Our Financial Position

F.E.A.S.T.'s financial position was strengthened in 2021 largely due to the implementation of successful fundraising strategies and three large one-time operating grants. The primary expense was personnel; F.E.A.S.T. employs a full time Executive Director and an Association Management Company.

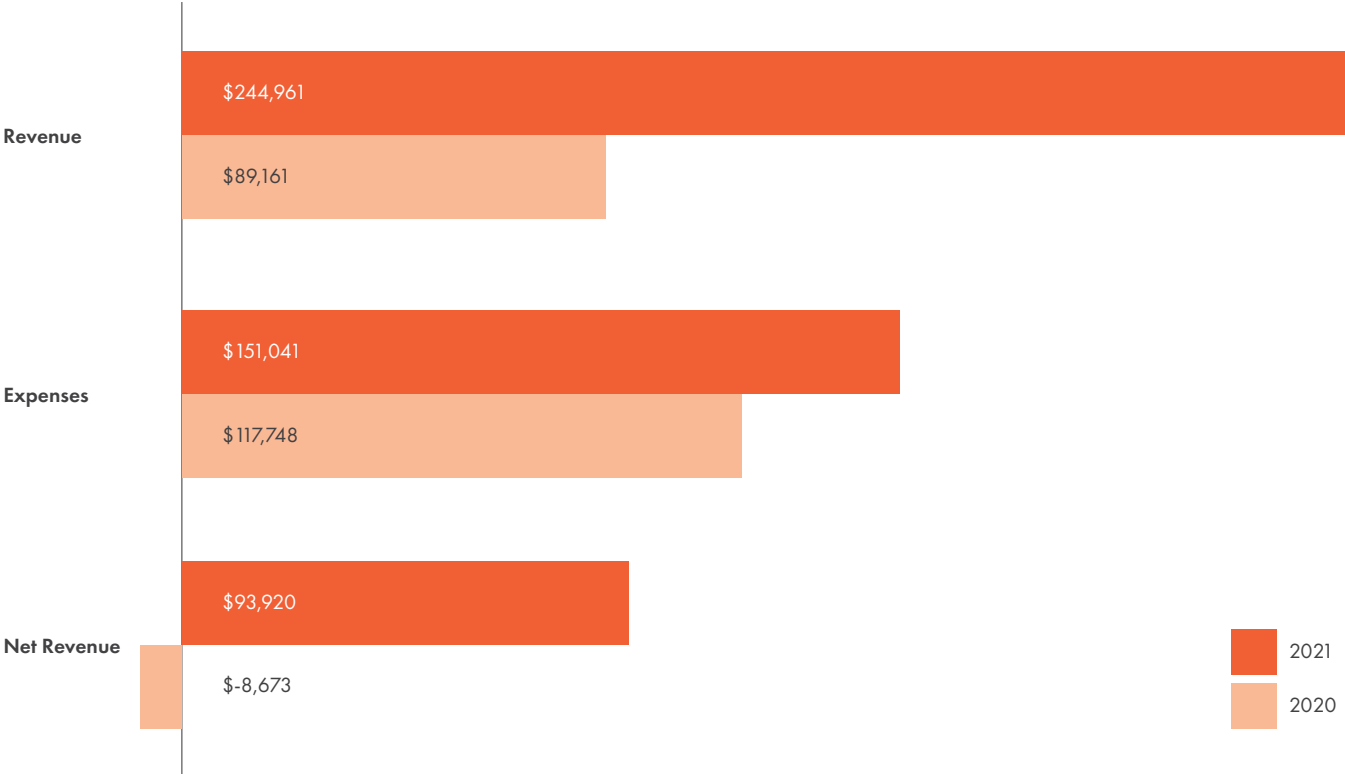


Sources of Revenue



Expenses

2021 YoY Performance



A Look Ahead

In support of our goal to serve 10,000 families by 2024, F.E.A.S.T. will focus on the five key priorities below in 2022.

- Enhance the First 30 Days program to offer caregivers more info on the areas they have indicated are most helpful to them.
- Recruit and train additional caregivers to offer peer support through our online forums and support lines.
- Commence an individual giving program encouraging recurring donations to ensure F.E.A.S.T. has a solid base of funds for development and deployment of new and existing services targeted towards education and support of caregivers.
- Explore alliances with relevant, global entities who share our vision so that we can strengthen awareness of F.E.A.S.T. services and reach more families in need throughout the world.
- Improve processes through the creation of a CRM system to give F.E.A.S.T. the ability to track our audiences and activities and perform analysis that will ensure our programs and services meet the needs of caregivers around the globe, as well as more effectively manage information, program and event sign up.

2022 F.E.A.S.T. Strategies

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	Develop Alliances	Streamline Processes	Improve Workforce Planning	Enhance Services	Increase Donations	Charge for Services

