



NATIONAL HEMOPHILIA FOUNDATION, CENTRAL OHIO CHAPTER

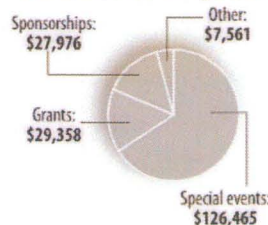
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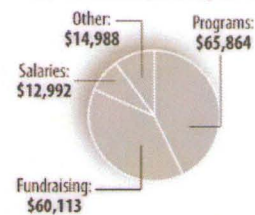
Fax: 614-429-2150

Website: nhfcentralohio.org

Revenue FY2009: **\$191,360**



Expenses FY2009: **\$153,957**



Mission: To provide education, advocacy and support programs for people with bleeding and clotting disorders and to drive innovations that lead to a better quality of life for our consumers.

Executive staff: Rob Alexander, executive director

Board members: Jim Wasserstrom, president; Geoff Merl, vice president, chapter affairs; Jeff Stewart, vice president, consumer affairs; Jon Granson, treasurer; Anish Mistry, secretary; Andrew Bojko; Bridget Granger; Jeannine Hamilton; Chris Hanners; Rick Sites; and Coy White.

Paid staff: 2

Volunteers: 125

Annual fundraisers: Spring Concert, April, and Hemophilia Walk, October

National organization: National Hemophilia Foundation

Quick facts:

- In the 1980s, 70 percent of hemophiliacs in the U.S. contracted HIV and 100 percent contracted hepatitis from the FDA-approved medication upon which they were dependent. These events are chronicled in a documentary called *Bad Blood*, which is set to release this year.

BY MELISSA KOSSLER DUTTON
| FOR BUSINESS FIRST

When Jack Hemingway helped his friend prepare for a medical port to treat his blood disease, the 8-year-old also improved his own self-confidence.

The youngster is finding numerous learning opportunities through his family's involvement with the Central Ohio chapter of the National Hemophilia Foundation. The organization offers support and information to people with hemophilia, an inherited disorder in which one of the proteins needed to form blood clots is missing or reduced. The disease can cause excessive bleeding, excessive bruising and easy bleeding.

Jack's association with the foundation is "a benefit for him and something he enjoys," said his mother, Awny Hemingway, of Galena.

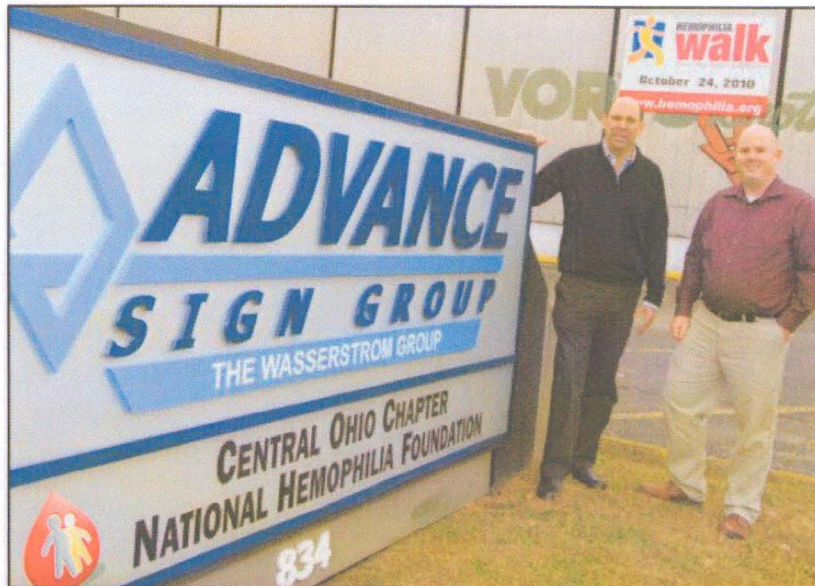
She also is gaining something from the organization through her participation in its future leaders program, a series of workshops designed to empower those affected by the disease.

The local chapter of the organization has recently started an aggressive plan to increase its offerings and profile, said Executive Director Rob Alexander.

Local businessman Jim Wasserstrom, who has hemophilia, has spearheaded the effort.

"It was pretty obvious that our chapter had a lot of potential to grow, but it really took a seasoned business leader like Jim to step in and start putting things into motion," Alexander said. "It is undeniable that the success we've enjoyed in the last two years wouldn't have occurred without his involvement."

Wasserstrom, president and CEO of Advance Sign Group, offered the group office space at his Grandview Heights-area company headquarters and pushed for the group to hire an executive director. Previously, the volunteer group had put much of its energy toward sup-



JANET ADAMS | BUSINESS FIRST

Jim Wasserstrom, left, was compelled to raise the profile of the Central Ohio chapter of the National Hemophilia Foundation because he has the blood disorder. The CEO of Advance Sign Group made space in his Grandview Heights-area company's offices for the nonprofit and pushed for the hiring of Executive Director Rob Alexander, right.

porting its members. "I realized the current structure could not contain itself," he said. "We've got to create awareness. People have no idea what we are."

For more than 30 years prior to 2009, the chapter was a volunteer group with no office, a budget of less than \$40,000, and limited programs for people with bleeding disorders.

Since Wasserstrom got involved, annual revenue has more than quadrupled and the organization has worked to add members to its board, develop a more business-like model for operations and increase its fundraising efforts. The organization also has formally aligned

itself with the two hemophilia treatment centers in the area. "We're not playing business. We're conducting business," Wasserstrom said.

The chapter started a program to create leaders from within its membership. Alexander and Wasserstrom approached some members and their friends and families about learning skills to help advocate and fundraise for the organization.

"We asked them what kind of legacy their family was going to leave," Alexander said. "There are all kinds of ways to raise funds. We want to get them thinking about ways to make it personal."

Hemingway has enjoyed

learning more ways to support her son.

"It's definitely an opportunity I would not have passed up," she said.

The organization also continues to recruit business leaders to help with its mission.

"We're trying to ramp up," Alexander said. "In a lot of ways, we're still a young organization. We're trying to bring in people with new skill sets. We have a great need for some savvy businesspeople to come on board and take us to the next level."

The group continues to offer support and information to its members. Alexander has been trying to organize retreats that unite members who are in the same age range so they can discuss health concerns, insurance issues and coping mechanisms.

"A lot of these families have never met (other families dealing with) the disorder," he said. "It's a really powerful thing."

MELISSA KOSSLER DUTTON
is a freelance writer.

HEMOPHILIA WALK

When: 9 a.m. Sunday, Oct. 24
Where: Ohio State University Fisher College of Business courtyard, 2100 Neil Ave., Columbus 43210
Activities: 5k and 1-mile routes
Cost: Free, donations welcome

Web: hemophilia.org/walk
Volunteers: Volunteers are needed. Please contact Rob Alexander at 614-429-2120 or ralexander@hemophilia.org.



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