ICP CARE

fight the itch. save a life.

2019 Annual Report

You are saving the lives of Intrahepatic Cholestasis of Pregnancy (ICP) babies by supporting ICP Care's mission.

Healthcare Professionals Conferences/Meetings

- ♥ FEBRUARY SMFM (Society for Maternal-Fetal Medicine) Annual Pregnancy Meeting
- ♥ MAY ACOG (American College of Obstetricians and Gynecologists) Annual Clinical and Scientific Meeting
- ♥ MAY ACNM (American College of Nurse-Midwives) Annual Meeting
- ♥ JUNE AWHONN (Association of Women's Health, Obstetric and Neonatal Nurses) Conference

June ICP Awareness Month Initiatives

Awareness and fundraising Event (Virtual walk/run to Fight the Itch), social media and other campaigns to bring the condition into public view. These campaigns included educational and awareness images, other social media posts and Ariana's ICP Warrior awareness video with 6K views (higher reach) within the ICP Care social media networks.

Provide ICP Community Support

Our public 'ICP Care/Itchy Moms' Facebook support group has 13,227 members, and our Spanish-language Facebook group has 4,216 members. For the U.S., 53 by US state Facebook groups. Internationally we support Facebook groups for Australia and Canada. Also, Private, Postnatal and In Memory support groups. 2019 Launched Healthcare Professional Facebook group.

340,000

icpcare.org Website Visitors a Year

Facebook	Instagram	Twitter	Pinterest
6,202	3,361	1,018	956

2019 FINANCES

Expense Type	Total	Percentage
AWARENESS (Including Events)	$2,333	7%
HEALTHCARE PROFESSIONAL CONFERENCES ($9,500 for 2020 booths)	$29,232	81%
ADVOCACY PATIENT EDUCATION	$2,505	7%
OFFICE & GENERAL	$1,108	3%
OTHER	$691	2%
TOTAL EXPENSES	$35,869	

2018 END OF YEAR BALACE REVENUE $13,325

Revenue Type - Contributions	Total	Percentage
FUNDRAISING EVENTS	$6,213	24%
FACEBOOK FUNDRAISERS	$12,480	47%
CONTRIBUTIONS	$7,146	27%
OTHER	$533	2%
TOTAL REVENUE	$26,372	

BOARD OF DIRECTORS

Donna Benavides, Chair
Hilary Boyer, Vice Chair
Amparo Healey, Board Member
Lia McKernan, Board Member
Kimberly Viscio, Board Member

www.icpcare.org

Protecting and saving the lives of ICP babies.
Thanks to your support, ICP Care continues to Fight the Itch. Save a Life.
To join the volunteer-based team, please contact us or visit our website icpcare.org
We welcome the opportunity to discuss this report in further detail. Email us at info@icpcare.org

ICP Care is a 501(c)(3) nonprofit organization