Welcome to our first Annual Report. 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 pictured left within the first hour after liver transplant and pictured right thriving today

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 liver stress relievers 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 ~ $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

GLOBAL

- Went International with our materials being used in the Dominican Republic (DR), 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: 83%
- Foundations: 6%
- Topgolf Fundraiser: 4%
- Donations and Other: 1%

Where Our Money Goes

- Hispanic Community Education: 39%
- General Awareness: 35%
- Family Education: 10%
- Support Group: 7%
Looking Ahead to 2024: Key Priorities

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

- Hispanic & Latino Community Outreach
- Children & Family Focus within Community & Schools
- Expand 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 Noureddin, Houston Liver Institute & Houston Research Institute

Dr. Shikha Sundaram
Children’s Hospital of Colorado

Dr. Cristina Strahotin, Allegheny Health Network
How You Can Help

Funding

Volunteering

Sharing

Scan Here to Donate Now!

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!
We Thank Our Supporters

Madrigal Pharmaceuticals

Intercept

Eisai

Regeneron

Science to Medicine®

Pfizer

Inventiva

GLI Global Liver Institute

PPD® Part of Thermo Fisher Scientific