

*Imagine waking up and discovering you have suddenly lost a large patch of hair.
Imagine sitting with your child and discovering they are going bald.*

This is Alopecia Areata.

Alopecia Facts

- It's an autoimmune condition that causes hair loss on the scalp and body.
- Over 2% of people in Australia will experience the condition – that's more than half a million people!
- It is more common than insulin-dependent diabetes or rheumatoid arthritis.
- It ranges from small patches to loss of all hair on the entire body.
- It can occur very suddenly and without warning.
- There is no cure and currently no acceptable treatment.
- The condition can occur in any gender, age, or ethnicity.
- It most commonly presents during childhood.

Alopecia Areata
Patches of hair loss



Alopecia Areata
Totalis
No hair on head



Alopecia Areata
Universalis
No hair on body



AAAF Mission

- ❖ Provide support to people living with Alopecia Areata and their families
 - ❖ Champion awareness of Alopecia Areata
 - ❖ Fund research into a cure or acceptable treatment

Our Programs and Services



Donate Hair

AAAF collect hair donations and provide them to specialist wig makers. Funds raised go to support our [Wigs For Kids program](#), so hair donation helps kids with Alopecia Areata twice!



Wigs for Kids

AAAF launched our Wigs For Kids Program in 2012. This program provides financial grants to help families with the costs of wigs. AAAF have provided over \$92,000 in grants.



Events

Events are an important part of what AAAF do. Many provide direct support for our community, such as our annual camp for kids, our Open Days, or Support Group events. Other events focus on championing awareness, such as Crazy Hair Days at schools, Boldest Bald Brunches in workplaces, and annual Alopecia Areata Awareness Week in November.

Other:

- **Suicide watch** –look for warning signs and connect with appropriate supports
- **Social Forums** –events and online tools to provide peer support
- **Medical Forums** –dermatologists, hair education bodies, psychologists and trichologists
- **Creating Awareness** – social and media campaigns, medical exhibitions, specialist conferences
- **Invest in research** - To date, AAAF have invested more than \$300,000 in medical and psychological research.
- **School visits** –presentations to schools and community groups

AAAF was founded

- Launch of Hair Donation Program

2010

- Creation of School packs & Support Ambassador Roles
- Launch of No GST On Wigs Campaign

2012

- Launch of the AAAF online store
- Established Boldest Bald Tea campaign

2014

- Launch AAAF Blog, *Love, Alopecia* and Bald Canvas Initiative
- Supplied grant for JAK research

2016

- Support Group Branches open in all states
- Developed Alopecia. Teens and Mental Health pack

2018

- Launch of Wigs For Kids Program

- Launched ongoing research grants into psycho-social impact
- Turning Heads Project

- Launch of AAAF newsletter R.A.I.S.E
- Informational videos for kids and adults

- First AAAdventure Camp for Kids
- Information videos on wigs

- Launch of Teens & Men's Alopecia Support Groups
- AAAF Sponsorship Program

We need your help!

We want to continue our support to the community and there is so much more we can do. Together, with your support we can do that.

How can you help?

Support the AAAF by sponsoring our foundation. Your support will go towards;

Services

- ✓ Maintain all programs to benefit the community affected by this auto-immune disease
- ✓ Continue all services run by AAAF
- ✓ Recruit a professional tele-nurse to respond to distressed calls
- ✓ Recruit a programs facilitator dedicated to quality enhancement
- ✓ Additional staff trained to provide counselling services

Advocacy

- ✓ Invest in a database to understand the population. This will be used to canvass the government to add medication to PBS and removing GST on medical props
- ✓ Run guaranteed sponsorship programs for 5 years

Events

- ✓ Offer educational school programs
- ✓ Hold education booths at Hair and Make-up Expos to provide updated information about the disease to create awareness.

Testimonials

We would like to thank the Australia Alopecia Areata Foundation for the support they have given ... to help us as a family explain and normalise Sarah's alopecia for her and our community. Sarah now feels more confident talking about her patches and the people around us are now more knowledgeable about Alopecia Areata.... The support we have received has made this first year of Alopecia Areata a little easier for us, so thank you AAAF!" – Toni, mother of Sarah (age 6)

Alopecia Areata... It's life changing.

- It has a serious impact on self-esteem and mental health
- People with Alopecia Areata have an increased level of isolation, bullying and stigma.
- It causes depression, anxiety, self-harm and suicide.
- It affects more than just the individual – families, peers, schools and communities are also impacted by this condition.

Please contact us to start helping today.

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2.3K



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