

AUSTRALIA ALOPECIA AREATA FOUNDATION INC.



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WHAT IS ALOPECIA AREATA?

Alopecia Areata is an autoimmune condition that causes hair loss on the scalp and body. It affects 2% of people, more than half a million Australians. It can occur in any gender, age or ethnicity, but most commonly presents during childhood. There is currently no cure or acceptable treatment.



ALOPECIA AREATA... IT'S LIFE CHANGING



Imagine waking up and discovering you have suddenly lost a large patch of hair. Imagine combing your child's hair and discovering they are going bald.

Alopecia Areata has a serious impact on self-esteem and mental health. People with Alopecia Areata experience increased levels of isolation, bullying and stigma. Alopecia Areata can contribute to depression, anxiety, and suicide.



WHO IS AAAF?

Australia Alopecia Areata Foundation Inc. (AAAF) was founded in 2010 with the purpose of improving the lives of people living with Alopecia Areata and their families.

AAAF is a volunteer-run organisation with branches in every Australian state.



OUR MISSION

Support



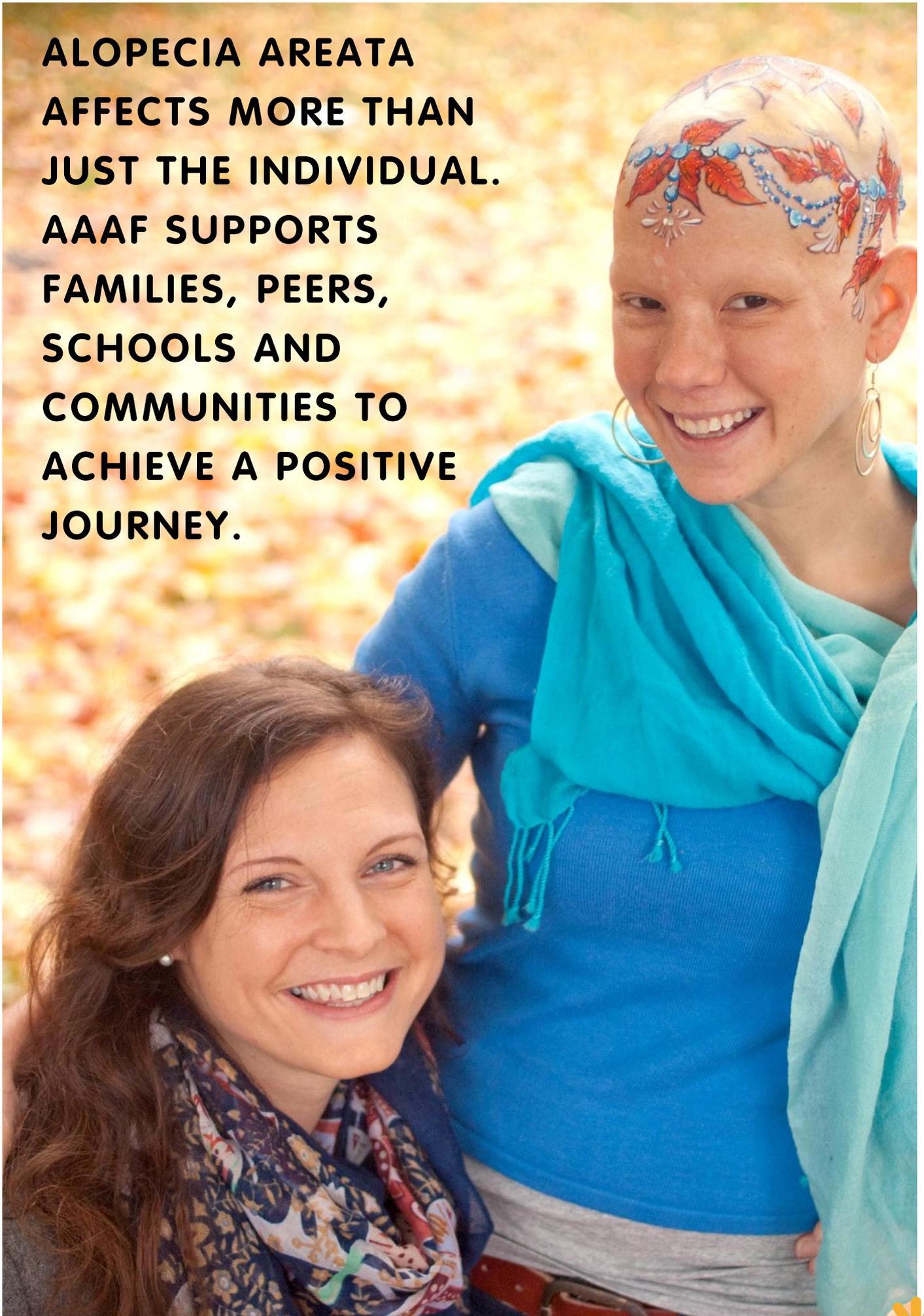
Awareness



Research



**ALOPECIA AREATA
AFFECTS MORE THAN
JUST THE INDIVIDUAL.
AAAF SUPPORTS
FAMILIES, PEERS,
SCHOOLS AND
COMMUNITIES TO
ACHIEVE A POSITIVE
JOURNEY.**





WHAT WE DO

WIGS FOR KIDS GRANTS

Helping children and families have access to wigs

HAIR DONATION PROGRAM

Collecting donated locks to make life-changing wigs

CAMPS FOR KIDS

Helping young people connect, make friends, and grow in confidence

SUPPORT GROUPS

Social forums and peer-based support

SUICIDE WATCH

Monitoring warning signs and connecting with appropriate supports

SCHOOL VISITS

Presentations to schools and community groups

INVESTING IN RESEARCH

More than \$300,000 invested in medical and psychological research

CREATING AWARENESS

Social and media campaigns, medical exhibitions, specialist conferences



**ALL CHILDREN
AND FAMILIES
DESERVE THE
SUPPORT TO
THRIVE**



HOW YOU CAN HELP

You can support children and families affected by Alopecia Areata by sponsoring our foundation. Your support helps us to sustainably grow the scale of our existing, successful programs to reach more communities and families around Australia.

Your support will go towards:

- "No Hair We Care" packs
- AAAdventure Camp for Kids
- Wigs for Kids Grant Program
- Wigs for Big Kids Special Program
- Winning Alopecia Sponsorship Program
- AA Advocate – School and community group educator
- 1 full-time administrator
- 1 dermatology nurse to provide telehealth services
- 3 full-time program staff



SPONSORSHIP TIERS

HOW AAAF GIVES BACK TO YOU

Gold

\$20,000+

- Your choice of program sponsorship
- Joint development of promotions
- Invitation to attend annual AAAAdventure Camp for Kids and meet our community
- Co-branding on sponsored programs
- Sponsored article on AAAF blog
- AAAF run a session with your employees
- Listing on AAAF website
- Acknowledgement in RAISE newsletter
- Promotional material in No Hair We Care packs
- Quarterly social media acknowledgement

Silver

\$10,000+

- Co-branding on sponsored programs
- Sponsored article on AAAF blog
- AAAF run a session with your employees
- Biannual social media acknowledgement
- Listing on AAAF website
- Acknowledgement in RAISE newsletter
- Promotional material in No Hair We Care packs

Bronze

\$1000+

- Listing on AAAF website
- Social media post
- Acknowledgement in RAISE newsletter
- Promotional material in No Hair We Care packs



OUR SUPPORTERS



SUSTAINABLE
SALONS



OUR RESEARCH PARTNERS



TESTIMONIALS



PROF. RODNEY SINCLAIR, PROFESSOR OF DERMATOLOGY AT THE UNIVERSITY OF MELBOURNE AND DIRECTOR OF SINCLAIR DERMATOLOGY

The AAAF have a close relationship with dermatologists. They've been involved in supporting research in dermatology, and have been in partnership with the College of Dermatologists. Overall, I think they are a shining example of how patient support groups can galvanize clinicians to produce medical research that is targeted specifically ... to find new and better ways to treat the condition.

CAMILLE GRAY, REGISTERED PSYCHOLOGIST AND COMMUNITY MEMBER

I have engaged in professional assessment, counselling and advocacy to AAAF members through my psychology practice. People seem to find great comfort in meeting others in the same situation and AAAF provides this opportunity for people with Alopecia Areata. Meeting others with AA seems to be really helpful for children and young people. The support groups are a safe place as the moderators are great at keeping the conversation evidence-based.

JASON WONG, ACADEMIC AND RESEARCHER AT RMIT UNIVERSITY

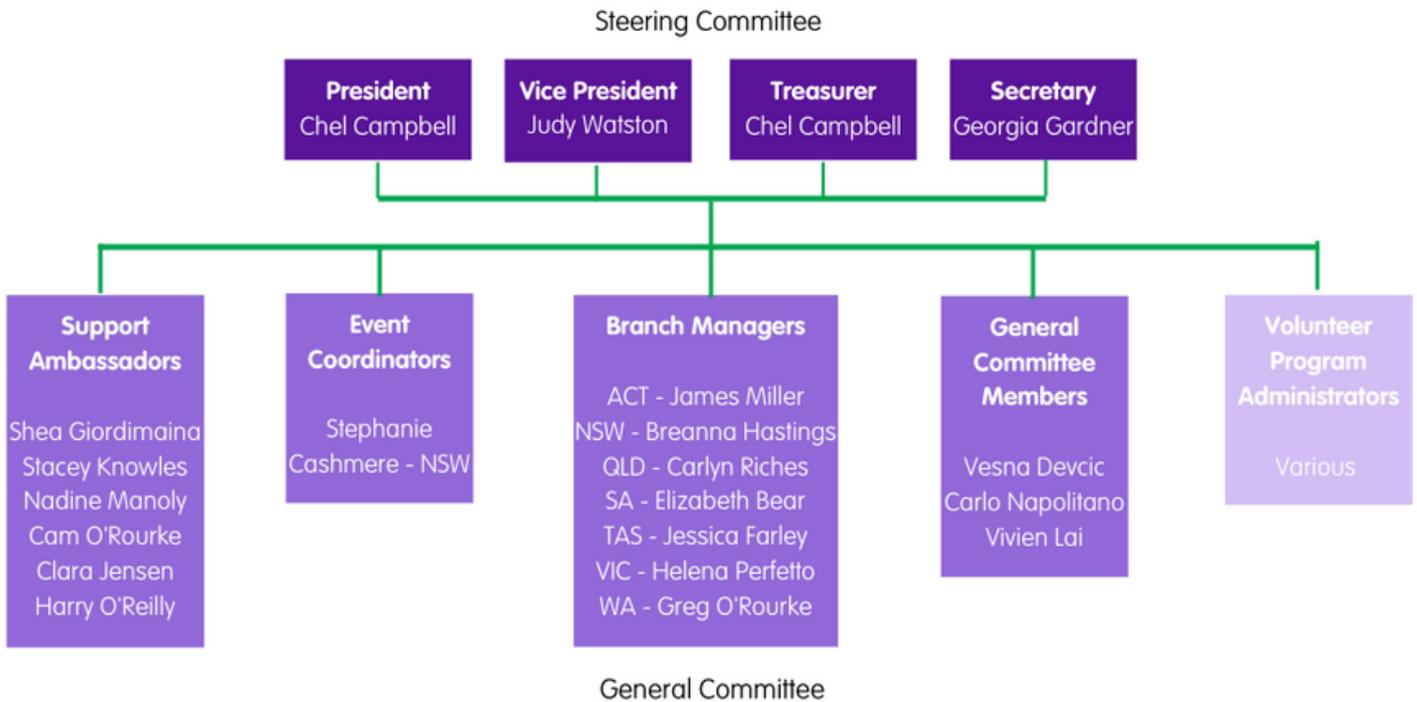
AAAF has been incredibly supportive in sharing resources, are easily contactable, communicative and are passionate about improving the lives of people living with Alopecia Areata. We gratefully acknowledge AAAF's support and encouragement of our research.

ANGELA DE FRANCESCHI, OWNER OF ANGEL WIGS

I've seen the great impact that the Australia Alopecia Areata foundation has had with all our clients who have made contact. From the very young or old, male or female. They have great information on their website and amazing get-togethers. The support and help that they offer makes a huge difference in peoples' journey with alopecia. I see the difference when I see clients on their next visit, after connecting with the support, tools and resources.



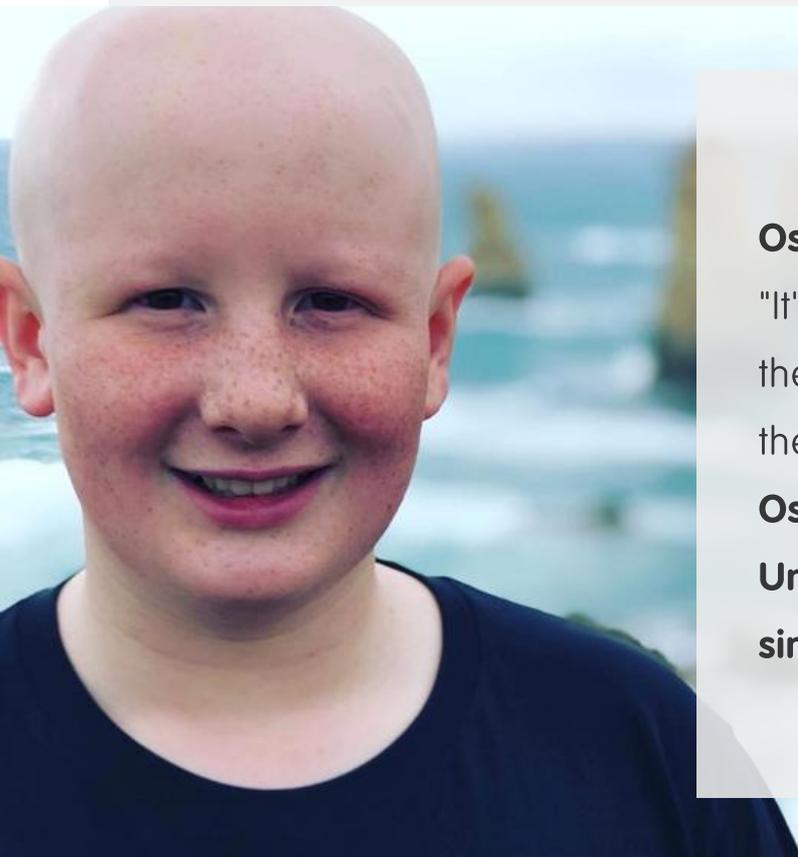
OUR TEAM



Our team are members of our community and have personal experience with Alopecia Areata. We develop close, collaborative relationships with our community, including kids, parents, professionals and peak bodies.



OUR COMMUNITY



Oscar, age 13.

"It's great because they've been through the same journey as you and sort of feel the same way."

Oscar developed Alopecia Areata Universalis and lost all his hair in a single week at age 7.

Angie, age 15

"Suddenly I meet people my own age and I go "Well, they know exactly what I'm going through". Yeah, it makes me feel better."

Rebecca, Angie's Mum

"Some kids could be very cruel, Angie would get very upset... My concern was always for Angie's mental health."

Angie developed Alopecia Areata at just 8 months old.



OUR IMPACT



"We would like to thank AAAF 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, Mum of Sarah, age 6

