

July 2021 to June 2022

# ANNUAL REPORT

HANDS TO HOLD LTD  
T/A ECZEMA SUPPORT AUSTRALIA



Eczema Support  
AUSTRALIA

## OUR MISSION



### Connect

Connect Australians affected by eczema to others to reduce feelings of isolation.



### Inform

Inform and educate Australians affected by eczema to successfully manage their condition.



### Advocate

Advocate for practical support to improve the lives of Australians affected by eczema.

## OUR VISION

Is for all Australians living with eczema to overcome difficulties and thrive in their community through connection, information and advocacy.

## ABOUT US



Eczema Support Australia Ltd is a national support network established late 2015. Originally named Hands to Hold, Eczema Support Australia (ESA) is registered as a Public Benevolent Institution and is an Australian registered charity and endorsed as a deductible gift recipient.

Eczema SUPPORT Australia was inspired by a family with twin boys who have severe allergies and eczema. Thanks to the initiative and drive of a friend, this family finally received wonderful community support, which has made all the difference. All families and individuals dealing with these chronic conditions deserve our community support.

**We understand the challenges of living with chronic eczema.  
We Care. We Listen. We Understand. We Act.  
We are here for you.**

Hands to Hold Ltd t/a Eczema Support Australia is registered with the Australian Charities and Not-for-profits Commission (ACNC).



### Reference and Administrative Information

**Charity Name:** Hands To Hold Ltd

**Business Name:** Eczema Support Australia

**Registered Office:** 4 Chindrina Street,  
Hope Island 4212

**ACN:** 614 188 715

**Directors:** Scott Campbell  
Melanie Funk  
Brendan Geraghty

**Deductible Gift Recipient:** From 11 October 2016,

**Income Tax Exempt:** From 05 October 2016

**Taxation Concession:** From 11 October 2016

**Web:** [www.eczemasupport.org.au](http://www.eczemasupport.org.au)

**Email:** [info@eczemasupport.org.au](mailto:info@eczemasupport.org.au)

## OUR TEAM



### Melanie Funk ~ Managing Director

Melanie put her Human Resource career on hold to care for her two children who have chronic allergies and eczema. She now focuses on raising her children whilst developing this support organisation.

### Scott Campbell ~ Chair / CFO

Scott is a CPA and Company Director who has over 30 years experience in multi national service related businesses. Scott is a graduate of the Australian Institute of Company Directors and currently sits on the Board for two investment companies.

### Brendan Geraghty ~ Non-Executive Director

Brendan brings 25+ years of international corporate experience to the team. He has worked in senior Sales and Marketing roles with some of the world's leading companies.

### Anne Meehan ~ Medical Liaison

Anne a Registered Nurse with a professional development certificate in Allergy & Anaphylaxis. Along with a lifetime of nursing experience, Anne is a hands on grandparent of twin boys with extensive allergies and eczema.

### Ingrid Singleton ~ Executive Assistant

Ingrid's professional background includes supporting University researchers to deliver their projects by assisting with all types of administration.

### Ruth Duggan

Ruth has many years experience as a teacher / education consulting specialist along with business management and high level administration skills. She brings outstanding project coordination skills to deliver the support to our community.

### Project Volunteers & Medical Advisors

We have several individuals and organisations contributing to the practical support projects and information services. If you would like to join this volunteer team, please contact us.

## SUPPORTERS & SPONSORS

SANOFI 

EAU THERMALE  
Avène

 PracMedic  
BAGS



abbvie

 Australian Government  
Department of Health and Aged Care

 ScratchSleeves™

 AXIS CLINIC

 EOS  
Eczema Outreach Support

 THE AUSTRALASIAN COLLEGE  
OF DERMATOLOGISTS

 adna  
australian  
dermatology  
nurses'  
association  
Australian  
Dermatology  
Nurses'  
Association  
Promoting and Developing Excellence in  
Dermatology Nursing

# OUR YEAR IN REVIEW

Managing Directors Report - Melanie Funk

## Advocacy Information Connection

Advocacy, information and connection have been the pillars of focus over the past 12 months for our patient support organisation. Following the challenges of COVID-19 and jubilation of our SOS advocacy campaign during 2020/2021, Eczema Support Australia focused on delivering real and practical support programs to our community in 2021/2022 financial year.

Our organisation has developed our capacity to deliver this real and practical support through a number of activities. Seeing these projects and programs delivered to our community has been incredibly inspiring and motivational for me personally as well as our growing team within Eczema Support Australia. Feedback from our community has also reassured us that our activities are needed and appreciated.

“The work that Eczema Support Australia does is nothing short of brilliant. It brings people together in private groups to share and learn together. It gives education, better than I have been able to get from the public health system, that is aligned with the most current medical understanding of the condition and available treatments. It gives support and most of all it gives us hope. Thank you again for all you do. Willingly and selflessly.” - Justin

As our world changed to more online connection, we have taken the opportunity to reach our widespread eczema community and connect with key stakeholders both nationally and internationally. The pandemic brought its challenges but it also brought opportunities to connect more on a virtual platform giving us the ability to work with people and organisations across Australia and internationally.

Eczema is a condition that still requires improved understanding of the social, physical and psychological impact and the management options. Increased awareness and information is paramount to improving the lives of Australians impacted by eczema. This year we have been building our capacity to deliver this understanding

## WHY WE PROVIDE SUPPORT

**We are continually motivated to provide support to our eczema community as we know, all too well, the impact of this condition.**

**We know** that eczema affects many Australians to varying degrees of severity.



**We know** that it is more prevalent in children and babies but can be lifelong with a substantial number of adults are also affected.



**We know** this chronic condition is profoundly itchy, painful and leads to severe sleep disturbance for the person with eczema and carer/partner /parents.



**All these factors we know can lead to poor quality of life and difficulties with school, work and relationships.**

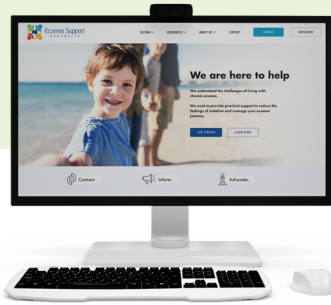
“I have Atopic Eczema my whole life and it has affected mental, emotional and physical. I still have struggle with it, I find it difficult that lots of people don't understand the effects it has on someone physical and mental. Plus the struggle it effects on someone's social life and home life and in the work force.” Felicity

**We know that Eczema Support Australia is needed to help Australians living with eczema overcome difficulties and thrive through information, advocacy and connection.**

# WHAT SUPPORT WE PROVIDE

We are continually growing our support services. Our focus, guided by our pillars, connection, advocacy and information has led to the development of the following support services:

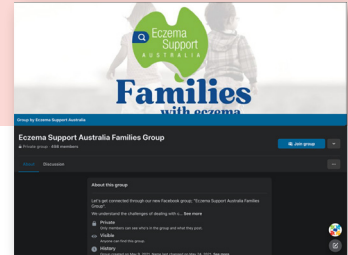
## Eczema Support Australia website.



## Eczema Support Australia social media pages.



## Online closed group connections for families and adults with eczema.



## 1300 ECZEMA support line.



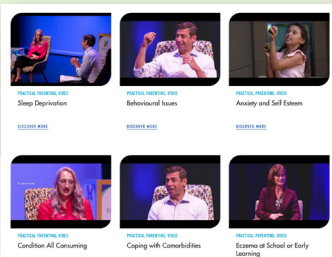
## ESA Eczema School Kit.



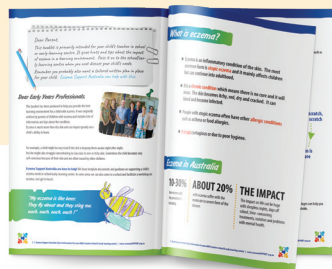
## ESA Eczema Awareness Course for Educators.



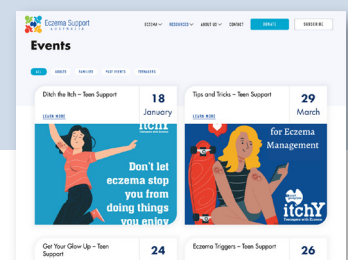
## Practical Parenting for Eczema Families video series.



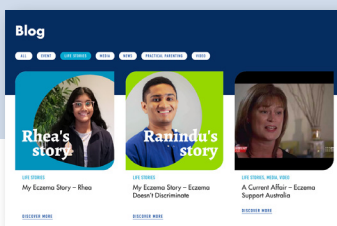
## ESA Information Resource Sheets



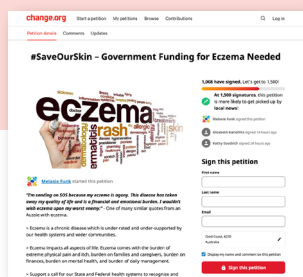
## Support Group Meetings and Events.



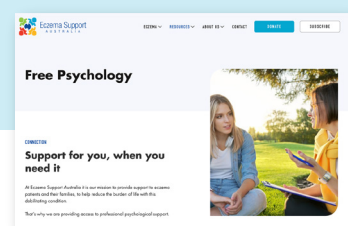
## Life Story Videos, including teenager video series.



## Advocacy Campaigns and Activities.



## ESA Subsidised Psychology Sessions





# Advocacy

To tackle the misunderstandings and under-recognised status of eczema in Australia, we continued to participate in many advocacy projects this year. Advocacy is achieved in different formats. Highlights of our year included participation in patient immersion programs, research and awareness days resulting in extensive media coverage.

## RESEARCH

**Global Patient Initiative**  
TO IMPROVE ECZEMA CARE

Initiative | Measure Dashboard | Country Summaries | Leadership | Publications | Join the Discussion | View the measures

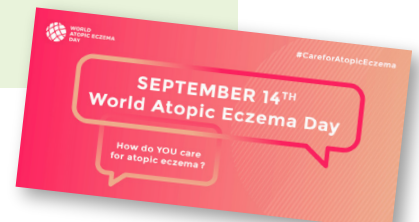
### A GLOBAL, PATIENT-LED EFFORT TO MEASURE AND IMPROVE ECZEMA CARE AROUND THE WORLD

First of its Kind Collaboration Uses Data-Driven Approach to Evaluate and Compare Health Systems in 8 Countries



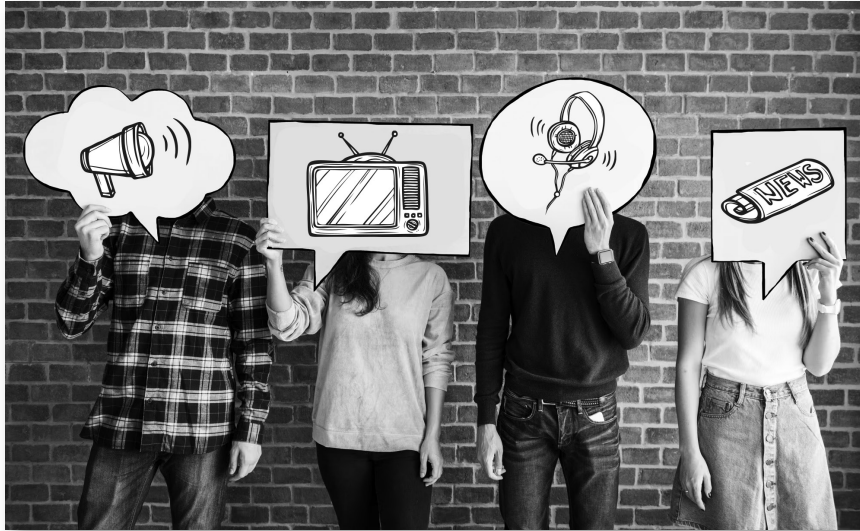
## PARTICIPATION in aligned awareness days/weeks

**World Atopic Eczema Day, September 14th**  
**#ThisIsEczema.**



## EXTERNAL MEDIA ADVOCACY

In this 12 month period ESA were able to advocate extensively through external media. Our activities around World Atopic Eczema Day resulted in articles and stories in national publications, radio and television, including A Current Affair. We were also asked to contribute to publications for the pharmaceutical and dermal therapy sectors which resulted in feature articles.



## ADVOCACY SUBMISSIONS

Eczema Support Australia participate in our federal health decision-making processes to advocate on behalf of our eczema community. As part of our submission process to the PBAC when new treatment options are considered ask the committee to consider the issues involved in living with eczema and treating moderate to severe eczema when discussing the option of recommending more treatment options for Australians.

This year we contributed to submissions for new Atopic Dermatitis (eczema) medications (JAK inhibitors).

### How Do JAK Inhibitors Work?

- Stop activity and response of one or more JAK enzymes
- JAK inhibitors block JAK enzymes to halt autoimmune process
- Block messages coming from cytokines (proteins that promote inflammation)
- JAK inhibitors calm overreactive immune system

An illustration of a person with dark hair in a bun, wearing blue and white striped pajamas, sitting at a small blue table. They are holding a glass and looking thoughtful. On the table is a potted plant with blue leaves. In the background, there is a window with a view of a sunset or sunrise over a body of water. The 'verywell' logo is in the bottom left corner of the illustration.

verywell

- ACD
- ADNA
- The Skin Hospital
- MA
- Phama
- GlobalSkin
- Mental Health Week



pledges from our members and our pledge to support subsidised psychology program.

- WA eczema education collaboration with Allergy & Anaphylaxis

## KEY COLLABORATIONS & CONNECTIONS:



- AusEE
- Allergy & Anaphylaxis Australia
- GlobalSkin ~ *International Alliance of Dermatology Patient Organisations (IADPO)*
- Australasian College of Dermatologists
- Australian Dermatology Nurses Association (ADNA)
- National Patient Organisation Network (NPON)
- Department of Health ~ *HTA*
- Medicines Australia ~ *Working Together Guide*
- Patient Voice Initiative ~ *Patient experience and engagement research*

## SUPPORT ACTIVITIES INCLUDE:

### 1300 number, emails, FB Messenger



We were able to provide personalised support to numerous members of our eczema community over the phone and online.

### Psychology Program



Subsidised sessions provided to our eczema members

### Facebook Community Page



We were able to provide personalised support to numerous members of our eczema community over the phone and online.

### Facebook Closed Groups



- o Adults with eczema
- o Families with eczema

### Provision to our eczema community in need from Eczema Support



e.g. Tubifast, Scratch Sleeves, Care packs etc.

### Eczema School Kit



We were able to provide personalised support to numerous members of our eczema community over the phone and online.

### Face-to-face Support Group Meetings



Held in Sydney and Adelaide

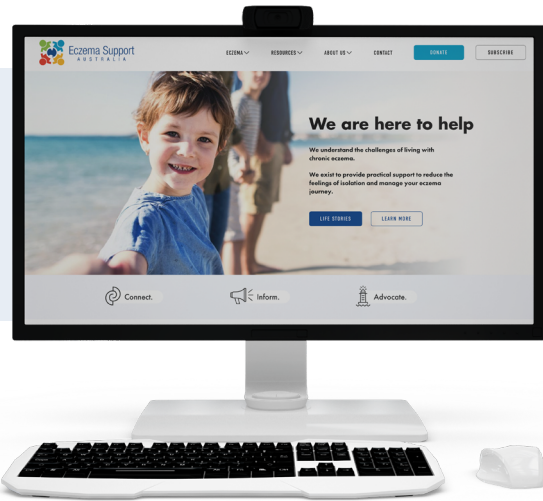


Eczema Support  
AUSTRALIA



# Information

**2021/2022 was the year of information resource development with a key item being the development of our new website.**



## CONFERENCE PRESENTATIONS/PARTICIPATION



- Australasian College of Dermatologists ~ *Annual Scientific Meeting*
- Australian Dermatology Nurses Association ~ *Annual Conference*
- National Patient Organisation Network ~ *Conference*
- Asia Pacific Leaders Forum  
~ *'Psoriasis & Atopic Dermatitis'* ~ *Presentation*
- Australian Pharmaceutical Profession conference ~ *Presentation*

## ARTICLE SUBMISSIONS

Australian Journal of Pharmacy – feature story on atopic dermatitis in print and online journal. Video interview with Melanie Funk on AJP website.



## E-LEARNING FOR EDUCATORS LAUNCHED



The Educators course was designed to complement the Eczema School Kit by promoting greater awareness of the complexities surrounding eczema and the impact of eczema on daily life.

## WHAT'S NEXT

**Our focus remains on delivering real and practical support to our eczema community in Australia. Our activities in progress for 2022/2023 build upon our pillars of connection, advocacy and information.**

### Connection

We will launch and build our support for teenagers through a new initiative:  
**itchY – Teenagers with Eczema.**

**Peer Support Meetings and social media outreach** will connect our teenagers with those that understand and can support this challenging time of life with eczema.

**Peer Support and Webinars** will continue to grow for our Families with Eczema and Adults with Eczema groups.

**Psychology Support** will continue to be offered to our eczema community

### Information

We continue to **build our information resources** online to assist Australians to live well with eczema.

Our facilitation of **informational webinars for families, teens and adults** to provide the confidence and understanding around eczema challenges.

We will develop new **E-learning courses for psychologists** and other health professionals working with our eczema community.

### Advocacy

Eczema Support Australia will lead the development of a White Paper report on the **status and needs of eczema in Australia.**

We will continue to promote our **advocacy awareness events.**



Eczema Support  
A U S T R A L I A

## PROFIT & LOSS REPORT

### Cash mode 01 Jul 2021 - 30 Jun 2022

	Total
<b>4-0000 Income</b>	
4-1000 Miscellaneous Income	1,000.00
4-1200 Donations - Individuals	6,273.17
4-1300 Donations - Corporates	391.59
4-1400 Grants - Govt / Corporate	93,885.51
<b>Total Income</b>	<b>101,550.27</b>
<b>5-0000 Cost of Sales</b>	
5-2400 Cogs - Product FOC	353.70
<b>Total Cost of Sales</b>	<b>353.70</b>
<b>Gross Profit</b>	<b>101,196.57</b>
<b>6-0000 Expense</b>	
6-1200 Advertising	1,990.41
6-1300 Contractors	71,318.18
6-1400 Bank charges	131.27
6-2000 License & Registrations	4,347.05
6-2600 Insurance	2,268.34
6-3000 Catering	60.41
6-3100 Professional Services	15,540.00
6-3300 Software Support & Licenses	3,989.22
6-3400 Website Support & Development	8,146.00
6-3500 Production & Collateral	16,003.73
6-3600 Hire - Venue & Entertainers	544.55
6-3700 Lease - Office	2,880.00
6-4000 Postage & Courier	564.59
6-4100 Office Supplies	898.90
6-4200 Meals & Entertainment	342.61
6-4400 Direct Marketing	5,770.00
6-4600 Contractors	17,030.84
6-5000 Gifts & Recognition	105.50
6-5500 Merchant Fees	19.89
6-5600 Telephone / Internet	176.76
6-5700 Training & Development	2,367.27
6-5800 Travel & Accommodation	1,183.33
6-6400 Subscriptions	1,374.51
<b>Total Expense</b>	<b>157,053.36</b>
<b>Operating Profit</b>	<b>(55,856.79)</b>
<b>Net Profit</b>	<b>(55,856.79)</b>

## BALANCE SHEET REPORT

### Cash mode 30 Jun 2022

	Total
<b>1-0000 Asset</b>	
<b>1-0001 Banking</b>	
1-1000 Operation Account	7,732.07
1-1200 Gift Account	129,112.35
<b>Total Banking 136,844.42</b>	
<b>1-0003 Fixed Assets</b>	
1-2400 Office equipment & computers	2,610.00
<b>Total Fixed Assets 2,610.00</b>	
<b>Total Asset 139,454.42</b>	
<b>2-0000 Liability</b>	
<b>2-0002 Current Liabilities</b>	
2-2200 GST collected	1,488.91
2-2400 GST paid	(5,106.30)
<b>Total Current Liabilities (3,617.39)</b>	
<b>Total Liability (3,617.39)</b>	
<b>Net Assets 143,071.81</b>	
<b>3-0000 Equity</b>	
<b>3-0001 Current Earnings</b>	
3-1800 Current year earnings	(55,856.79)
Total Current Earnings	(55,856.79)
<b>3-0002 Retained Earnings</b>	
3-1600 Retained earnings	198,928.60
<b>Total Retained Earnings 198,928.60</b>	
<b>Total Equity 143,071.81</b>	

**Hold Ltd (trading as Eczema Support Australia)**  
**4 Chindrina Street, Hope Island, QLD, 4212**  
**1300 329 362**