

FARE 2024
IMPACT REPORT

**IT'S GOOD
FOR EVERYONE.**



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FROM THE CEO



Food allergy is a silent, growing public health epidemic. More than 33 million people in the U.S. manage the day-to-day reality of living with this disease, which can cause potentially fatal reactions.

Those with food allergy, and their families, are ready to change the narrative from experiencing constant anxiety to having the opportunity to thrive. What if, instead of moving through the world in a mode of lone vigilance, we felt supported and understood by those around us?

We are ready to move from living in fear to being part of a *FARE-informed* community.

2024 marked a year of successes. FARE released *FAMS: Expert Recommendations for K-12*, which will become the new go-to guide for food allergy management in schools. FARE was awarded a three-year Centers for Disease Control and Prevention (CDC) grant to support the AWARE project, which will deploy national messaging to inform the public about food allergy and will offer primary care clinicians tools to help them more effectively manage care for food allergy patients. We forged significant partnerships that led to the creation of vital public service announcements, and we launched the FARE PACT (“Promoting Allergy Consumer Trust”) Alliance with industry partners.

We hosted a vibrant Summit Week in Washington, D.C., that placed the ever-popular Food Allergy Summit alongside the first annual FARE Neighborhoods Day and the third Clinical Development Day. Courage at Congress brought together 257 advocates from 43 states. We initiated a collaboration with the 15 and the Mahomies Foundation, “15 and FARE,” to bring the FARE Neighborhoods Initiative, FARECheck, and the Food Allergy Academy to the Kansas City area. As a community, we pushed for and celebrated the FDA approval of the first intranasal epinephrine spray, as well as FDA approval of a biologic medication, omalizumab, that targets, blocks, and reduces immunoglobulin E-mediated reactions. These important drugs are part of FARE’s impassioned attention to pursuing novel strategies toward food allergy prevention, diagnosis, and treatment.

This fall, we added several new members to our Scientific Advisory Council (SAC): Dr. Tak Wah Mak, Dr. Alkis Togias (*ex officio*), and Dr. Robert A. Wood. The SAC is 16 members strong and working alongside Special Advisor to the CEO, Nobel laureate, Dr. Phillip A. Sharp, to capture insights from a variety of disciplines ranging from immunology and molecular biology to engineering, machine learning, and AI. This convergence approach, which blends the physical and biological sciences, offers outside-the-box possibilities and solutions.

Thank you for being key to making this progress possible. FARE is fortunate to have caring, motivated donors who are embedded in the food allergy community, as well as deeply engaged sponsors who work with FARE to expand and enrich our programs.

When I look ahead, it’s clear that a food allergy cure is within reach. Until that cure is accessible and affordable to all, we will stay dedicated to creating a better quality of life and health for our community. That means not only bringing people to our community as allies and champions but actively reaching beyond to reach those who know very little about food allergy. FARE’s job is to ensure that food allergy patients are seen and heard at every level of society. It’s good for everyone.

We Are FARE,

A handwritten signature in black ink that reads "Sung Poblete". The signature is fluid and cursive.

Sung Poblete, PhD, RN
CEO of FARE

CREATING PATHWAYS FOR RESEARCH

Funding Critical Studies and Trials

- Investigating Innate Immune Activation as the Immunological Driver of Food Protein-Induced Enterocolitis Syndrome Using Next-Generation Multi-Omic Approach

Principal Investigator: Peter Hsu, MBBS, PhD, The Children’s Hospital at Westmead
February 2024–August 2027. Total funding: \$437K+, inclusive of 10% indirects

- Unravelling the Biological Mechanisms Underpinning Acute FPIES for Improved Diagnostics—the BIO-FPIES network

Principal Investigator: Marta Vazquez-Ortiz, MD, PhD, Imperial College London
May 2024–April 2026. Total funding: \$562K+, inclusive of 10% indirects

- Assessing the Potential for Cross-reactive Desensitization and Remission with Tree-nut Sublingual Immunotherapy (SLIT): An 18-month Randomized, Placebo Controlled Clinical Trial of SLIT in Cashew/Walnut Allergic Children Aged 1-11 Years

Principal Investigator: Edwin Kim, MD, MS, University of North Carolina School of Medicine
October 2024–October 2027. Total funding: \$1 million, inclusive of 10% indirects

Looking for more information?
[Click here!](#)



3 new grants totaling \$2 million awarded in 2024

3 requests for application launched and submitted for review:

- FARE Innovation Award Diagnostic Challenge
- New Career Investigators Development Awards (3)
- Mid-Career Investigators Development Awards (2)

Results to be announced in 2025

FARE Clinical Network

During the 4th year of this 5-year program, the FARE Clinical Network (FCN) continued to unite 44 premier food allergy research and clinical care organizations with the goal of advancing innovation and optimizing patient care. Annual progress reporting, which is required of FCN sites, indicates network sites remain interested in enhancing education, collaborating, and promoting standardization in the field of food allergy through partnership with FARE.

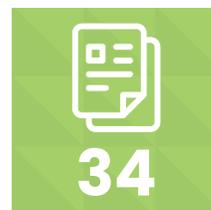
FARE Clinical Network: By the Numbers



380 board-certified allergists/immunologists



148 fellows in training



34 publications connected to FCN sites and FCN Principal Investigators



5,300 patients receiving oral immunotherapy treatment

CREATING PATHWAYS FOR RESEARCH

Enhancing Our Data Commons

Participants continue to provide their food allergy data via our FARE surveys, as well as using our new Electronic Health Record (EHR) Epic Application to donate their medical record data to our database.

Along with participant-provided data, FARE is the process of confirming the first FCN site that will participate in our Research Portal. This Research Portal will allow FCN sites the ability to access a large, deidentified database of pooled EHR data via a FARE-owned webpage. This webpage will give access to curated data sets and business intelligence dashboards, and make exploration and collaboration as easy as it has ever been within the FCN community.

New Scientific Advisory Council (SAC) Members



Tak Wah Mak, PhD | University of Toronto

Tak Wah Mak, PhD, has been a major figure in the fields of immunology and molecular and cellular biology for almost 40 years. In 1983, Dr. Tak Wah Mak's lab was the first to clone the gene encoding the beta chain of the human T-cell receptor (TCR), a crucial molecule for T-cell recognition and development. He is a world leader in basic and translational research into the genetics of immunity and cancer.



Alkis Togias, MD (*ex officio*) | National Institute of Allergy and Infectious Diseases, National Institutes of Health

Alkis Togias, MD, is the chief of the Allergy, Asthma and Airway Biology Branch at the Division of Allergy, Immunology, and Transplantation of the National Institute of Allergy and Infectious Diseases (NIAID) within the National Institutes of Health (NIH).



Robert A. Wood, MD | Johns Hopkins University

Robert A. Wood, MD, is a professor of pediatrics at Johns Hopkins University School of Medicine and a professor of international health at the Johns Hopkins Bloomberg School of Public Health, and chief of the Eudowood Division of Allergy and Immunology in the Johns Hopkins Children's Center.

ADVOCATING & COLLABORATING

Courage at Congress

Courage at Congress: Advocate for a Cure legislative fly-in, March 4–6, 2024, welcomed more than 250 advocates from 43 states including first-time representatives from Alabama, Alaska, and Hawaii. The event combined a day and a half of information-gathering and community-building, before a full day on the Hill. In one day, the group made 200 visits to congressional offices and completed 41 meetings with elected officials, including 34 meetings attended by the constituent's U.S. Senator or House member.

Before the group headed to the Hill, FARE staged preparatory events and camaraderie-building. Congressman Maxwell Alejandro Frost (D-FL-10), who has life-threatening food allergies, discussed the EPIPEN (Epinephrine's Pharma-Inflated Price Ends Now) Act, H.R. 6965, his legislation to make epinephrine auto-injectors more affordable and accessible by capping out-of-pocket costs.

In addition to the EPIPEN Act, legislative focal points included The ADINA (Allergen Disclosure In Non-Food Articles) ACT, H.R. 4263/S. 2079; Dillon's Law, H.R. 3910/S. 3575; Recognize AGS (Alpha-Gal Syndrome) Act, H.R. 7373; and Protecting Children With Food Allergies Act, S. 121. This year's programming featured "lobbying practice sessions," where advocates could practice either with FARE team members, seasoned advocacy experts, or with fellow state advocates prior to lobbying on the Hill.

Congratulations to our amazing advocates, who helped secure new cosponsors for ADINA Act and added several new members to the Congressional Food Allergy Research Caucus!



Courage at Congress: By the Numbers



advocates



visits to congressional offices



meetings with elected officials



average participant satisfaction



ADVOCATING & COLLABORATING

Partnering with Policymakers

In 2024, the Advocacy team testified, endorsed, and conducted grassroots support on a number of bills including two Virginia bills (HB 93, “Recognize Alpha-gal syndrome Act” and HB 1035, “Epinephrine in public places”), and one in Maryland (HB 1195, “Elijah’s Law”), which were signed into law – impacting more 930,000 food allergy families.

Another “Elijah’s Law” food allergy bill, AB 2317 in California, that FARE endorsed and conducted grassroots activity for, was signed into law by Governor Newsom in September. The new law goes into effect in 2028 and will protect more than 175,000 food allergic infants and toddlers in childcare.

Elijah’s Law is named for Elijah-Alavi Silvera, the three-year-old son of Thomas Silvera and Ondina Hawthorne, who died after his childcare provider in New York City mistakenly fed him a sandwich that contained his allergen.

The team also marked advancements tied to the New York State legislature’s passage of A.6425A – O’Donnell/ S.7114A – Rivera, which capped the cost of epinephrine auto-injectors to \$100. This initiative, which was signed into law by Governor Kathy Hochul, will become effective on January 1, 2026.

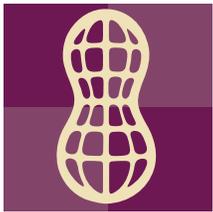
Governor Hochul also signed off on New York state bill S.1078A-Gounardes/A.2885A-Rosenthal, legislation that requires epinephrine auto-injectors at all venues with seating for more than 1,000 people, aligning with requirements for the availability of other life-saving devices and rescue medications including Automated External Defibrillator (AED) machines and Narcan.

Delaware passed HB 274, the country’s first “early introduction” bill, which provides all Delaware parents, at no cost, including those on Medicaid, with at least one peanut and one egg infant-safe food allergen supplement to feed their infants starting at four to six months of age to reverse the rise of these food allergies by preventing them from developing in the first place. In August, Delaware’s Governor John Carney signed the bill into law, and FARE staff spoke at the signing ceremony.

Whether it is visiting Yankee Stadium in the Bronx or the JMA Dome in Syracuse, New York’s two million food allergy families are now safer thanks to the work of Sen. Gounardes, Assemblymember Rosenthal, Lucia Zaremba, and the hundreds of advocates who supported this legislation. — Sung Poblete, PhD, RN, CEO of FARE



ADVOCATING & COLLABORATING



FARE continues to apply pressure in advocating for changes to the final rule published by USDA in 2024 for WIC (Special Supplemental Nutrition Program for Women, Infants, and Children), which opted not to include peanut-containing foods in the WIC infant food packages, despite repeated scientific studies demonstrating that early introduction of peanut between 4-6 months of age and continuing through 12 months and beyond dramatically reduces the risk of developing peanut allergy. However, the final rule does

address several recommendations FARE made to make substitutions easier for those with existing food allergy, by expanding WIC food package tailoring, removing barriers for substitutes in some food categories, and introducing waivers to address cultural food preferences.

Achievements in Regulatory Advocacy

- + Comments to the FDA, via the Federation of American Scientists, on optimizing its Advisory Committee for drug and device approvals
- + Comments to the FDA on its draft guidance, the Chapter 11: Food Allergen Program
- + Comments to the Dietary Guidelines Advisory Committee on early introduction and menu modeling
- + Informal comments to the Office of Management and Budget on food allergen labeling of alcoholic beverages
- + Preparing comments for the U.S. Codex office to shape positions on food allergen labeling and precautionary allergen labeling (PAL) use
- + Attending the Codex Committee on Food Labeling meeting, in Canada, to shape the final global standard revision adopted on food allergen labeling, and to further work on PAL guidelines

In March, FARE was named “Grassroots Organization of the Year” by Campaigns and Elections, receiving a prestigious Reed Award in recognition of “the most exceptional work in campaigning from the preceding year.” This win comes back-to-back with FARE winning a 2023 Reed award.



ADVOCATING & COLLABORATING

Looking ahead, the food allergy community will benefit from the May 2024 passage of HR 3935, Securing Growth and Robust Leadership in American Aviation Act, also known as the “FAA Reauthorization Act of 2024.” The Federal Aviation Administration (FAA) Administrator has two years to develop new rules governing the contents of emergency medical kit equipment, training for flight members, and that the medicine and equipment can be used to address a handful of specific health issues including anaphylaxis.

Currently, many emergency medical kits contain epinephrine in vials and a syringe that require a medical professional on-board the flight to draw the epinephrine and inject it. As FARE CEO Dr. Sung Poblete said at the time of passage, “We look forward to working with [the airlines], Congress, and the FAA to ensure in the future, easy-to-use epinephrine delivery devices will be on every airplane in America and the horror stories our advocates have experienced and encountered are relegated to the nightmares of the past.”

In December, FARE hosted its annual holiday reception at the Sazerac House in the Capitol Hill neighborhood of Washington, D.C.



Advocacy: By the Numbers



advocates



visits to
congressional offices



meetings with
elected officials



ADVOCATING & COLLABORATING

Food Allergy Safety Summit...for Hospitality

FARE and MenuTrinfo united for the Food Allergy Safety Summit...for Hospitality. Previously staged as two separate events, the FARE Food Service Summit and the MenuTrinfo FASI (Food Allergy Symposium for Industry), this joint event brought together thought leaders across the industry to share best practices in food allergy safety.

The Safety Summit was held in-person at the University of Maryland, College Park on March 20-21, 2024, with fifteen featured speakers and more than 130 participants. A pre-event road trip to see food allergy safety in action took place March 19.



ADVOCATING & COLLABORATING

Attendees and speakers included hospitality industry professionals such as chefs, registered dietitians, hospitality owners, food and beverage managers, catering consultants, food safety professionals, quality control managers, and policymakers

This program was approved for 15 continuing education hours toward the initial or recertification application for ACF certification. This event was also approved for 7 CPEUs for Registered Dietitians through the Academy of Nutrition and Dietetics.



I liked the diversity of attendees, which gave me different perspectives on allergens and how each segment handles them. — *Chef, Food-Service Operator/Manager*



[We] left so reinvigorated yesterday and had some great talks about next steps and the possibilities for keeping the momentum going. It was also just great to briefly connect with some attendees yesterday who had amazing products, technology and insights for us. — *Julie Marshall, Sr. Manager, Global Brand Communication for DoubleTree by Hilton*

I will shift my approach in developing an allergen control plan and training our team members.

— *Food Safety Professional*



ADVOCATING & COLLABORATING

Launching the FARE PACT Alliance

The new FARE PACT Alliance—PACT stands for “Promoting Allergy Consumer Trust”—is comprised of partners from a variety of industries who understand that the food allergy community is a valuable, underserved consumer segment.

The PACT Alliance brings together companies across sectors, from food manufacturers and retailers, to restaurants, hospitality, travel, and beyond, along with investors and expert advisors. All are committed to a shared mission: making the world safer and more inclusive for people with food allergy while supporting better business outcomes for the organizations who do more to serve this community.



Looking
for more
information?
[Click here!](#)



Crucially, the Alliance focuses on collaborative action—uniting companies large and small to solve problems no single organization can tackle alone. By working together, industry and FARE are shaping new standards of safety, trust, and consumer experience that will benefit not only allergy-affected families but all customers seeking transparency and confidence in their choices.

FARE PACT Alliance Chairs

Nicole Ledoux, Co-Founder and CEO, 88 Acres

Scott Mandell, Mandell Consulting, Co-Founder and former CEO of Enjoy Life Foods

Elizabeth Pigg Chief Communications Officer, That's it.

Eric Rosenkranz, FARE donor

Craig Fontenot, Vice President, Institutional Advancement, FARE



EDUCATING & RAISING AWARENESS

In 2024, FARE presented and/or exhibited at multiple conferences to promote our education programs and services, including:

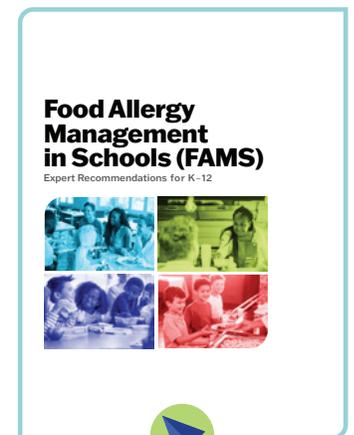
- + American Academy of Allergy, Asthma & Immunology
- + American Academy of Physician Associates
- + American Academy of Pediatrics
- + American College of Allergy, Asthma & Immunology
- + Global Food Allergy Prevention Summit
- + Infectious Disease in Children Symposium
- + National Association of Pediatric Nurse Practitioners
- + National WIC Association Conference
- + National WIC Association Nutrition and Breastfeeding Conference

FAMS: Expert Recommendations for K–12

This fall, FARE released *Food Allergy Management in Schools (FAMS): Expert Recommendations* for K–12, which provides practical, specific recommendations for creating a supportive school environment for food allergy students, including practical guidance on educating and training personnel, preventing allergen exposure, preparing for emergencies, and how to communicate and collaborate for success.

The new resource was developed to complement the CDC's 2013 Voluntary Guidelines for Food Allergies in Early Care and Education Programs, representing the first update to those guidelines since they were introduced more than 10 years ago.

The FAMS recommendations were led by FARE, developed by a 15-member FAMS Advisory Council, representing key organizations, and has been reviewed and endorsed by organizations including School Superintendents Association; American Academy of Allergy Asthma & Immunology Association; and the National Association of School Nurses. The report was funded by the CDC, in partnership with the American Academy of Pediatrics.



Click here for more information!

Food Allergy in Schools

~4 million children in the K–12 age range have food allergy

2

children in every classroom (26 students) in the U.S. have food allergy

2 in 5

students with food allergy have at least one allergic reaction (in a 2-year period)

Approximately

8 in 10

food allergy reactions in schools happen in the classroom

1 in 4

life-threatening food allergy reactions in the school setting happen in people with NO diagnosed food allergy including faculty and staff

1 in 3

children have been bullied, teased, or harassed about their food allergy

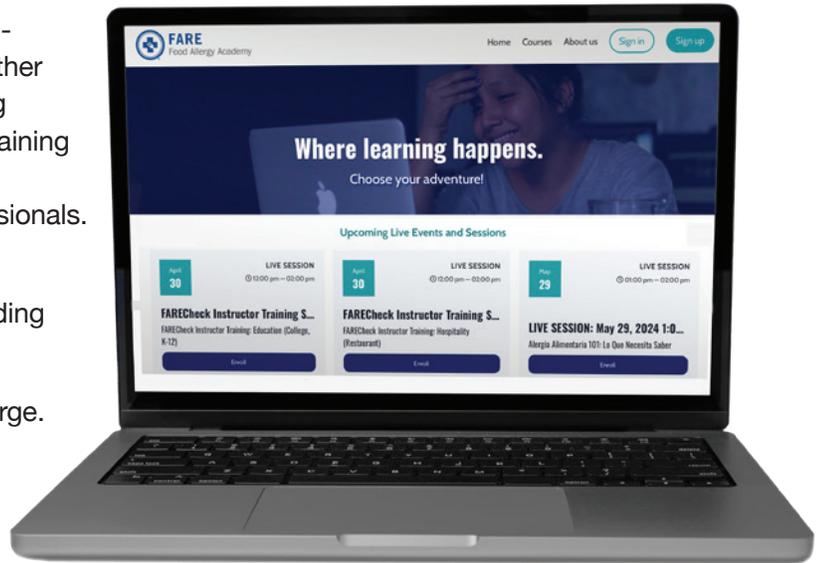
EDUCATING & RAISING AWARENESS

Food Allergy Academy

FARE's Food Allergy Academy provides access to on-demand trainings, live and recorded webinars, and other resources to help users build confidence in managing food allergy and to better understand this disease. Training courses include topics aimed at patients, caregivers, educators, food service workers, and medical professionals.

FARE's robust series of monthly webinars features expert voices from a variety of life experiences, including community members.

Many of the training courses are provided free of charge. In 2024, switched to the LearnWorlds platform, which offers users a modern look, an easy-to-use dashboard, and direct access to trainings and webinars.



Exemplar Live Courses

+ Pediatric Food Allergy Course: This comprehensive 9-month course covers the prevention, diagnosis and management of IgE-mediated and non-IgE-mediated pediatric food allergies. Upon successful completion, dietitians are prepared to provide up-to-date and evidence-based care and medical nutrition therapy to pediatric food allergy patients and hold a FARE Certificate of Training in Pediatric Food Allergy.

+ FARECheck Instructor Training (FIT): This course is designed for foodservice professionals working in educational settings from pre-K through college. FARE recently expanded this training to other food service locations, including soup kitchens and hospitals.

Exemplar On-Demand Courses

- +** FARECheck: K-12, College, Catering, Restaurant
- +** WIC Food Allergy Training

132,213
total
registered
users as of
end of 2024

Pediatric Food Allergy Course: By the Numbers

229+
participating
healthcare providers
(RD, MD, RN/NP)

20+
participating
countries

EDUCATING & RAISING AWARENESS

Teen Engagement

The FARE Teen Advisory Group (TAG) is a volunteer leadership program supported by Novartis, designed for preteens, teens, and young adults aged 11 to 22 affected by food allergy. With over 220 active members and 30 projects initiated in 2024, FARE continues to showcase young members of the food allergy community making great impact. 2024 projects ranged from legislative initiatives to school awareness campaigns to improvements in restaurant safety, demonstrating that our TAG team is making changes in every aspect of food allergy.

In addition to TAG, FARE hosts monthly “Teen Talks,” a drop-in, informal social space where teenagers with food allergy can connect and discuss life experiences.



FARECheck

FARECheck Program is an enhanced training and review program in food handling and safety practices to help keep food-allergic individuals safe and included when dining out. Activities include food allergy policy and training review, on-site audits, and managing the ANAB-accredited FARECheck Training.

FARECheck’s training course is designed to help food service operators and workers learn the following skills and behaviors:

- ✚ Empathy and understanding toward food allergy consumers
- ✚ Knowledge of how to recognize and respond in a food allergy reaction
- ✚ Avoidance of cross-contact in food handling
- ✚ Provide clear and accurate communication with food allergy consumers



FARE offers the FARECheck Training on-demand for K12, College/University, Catering and Restaurant locations and as instructor-led K12, College/University, Restaurant/Catering, Hospital and Soup Kitchen locations.

FARECheck Partners include Compass Group and, new in 2024: SAGE Dining Services; Premier, Inc.; and Google.

FARECheck Advisory Board

- ✚ Bridget Bordelon, PhD, Professor, Lester E. Kabacoff Endowed Chair in Hospitality Management, University of New Orleans
- ✚ Richard Clow, Associate Director for Administration, Bryn Mawr Dining Services
- ✚ Christine (Chris) Creter, Learning Strategist and Principal, Creter Group, Inc.
- ✚ Lydia J. Martin MS RD LD, SNS, School Nutrition Division & Coordinated Support and Services, Georgia Department of Education
- ✚ Lindsey Spangler NP, Founder, Red Sneakers for Oakley – Peoria

EDUCATING & RAISING AWARENESS

2024 Wins

- Massachusetts Department of Public Health (DPH) issued new guidance to restaurants effective October 7 that updates the Commonwealth's 15-year-old food allergy restaurant training law by ensuring a restaurant employee with food allergy training is always on duty, revising the training video required, citing FARECheck as the model training program, and displaying a DPH-approved/FARE created allergen awareness poster in employee areas.
- FARE hosted 2 exclusive instructor-led trainings for Google partners across the globe, who adopted the base FARECheck Training for deployment to their food service staff (Israel, Spain, Romania, Belgium, France, Czech Republic, Netherlands, UAE, Malaysia, India, China, Taiwan, South Korea and the United States).

FARECheck Training: By the Numbers



FARECheck Gold Schools celebrated in 2024 (Duke University, Embry-Riddle Aeronautical University, Bentley University, Luther College, University of Nebraska-Lincoln, The Harpeth Hall School)



661

FARECheck Silver Schools (Awarded when at least 90% of the food service staff is trained)



58,448

FARECheck-trained individuals (FARECheck Training or a FARE-Approved Training, with certificates issued)



47

FARECheck Instructors



EDUCATING & RAISING AWARENESS

FARE Neighborhoods Initiative

Since 2021, the FARE Neighborhoods Initiative (FNI) has worked to improve access to care in urban and rural communities. In each location, FARE collaborates with schools, community organizations, healthcare providers, places of worship, and volunteers so all people with food allergy have access to resources. Additionally, community health workers in each location represent FARE in their community.



In 2024, the FARE Neighborhoods Initiative was supported by South Ward Promise Neighborhood and Genentech, A Member of the Roche Group.

2024 Highlights

- Fully launched programs in Atlanta, GA, Central Arkansas, and Hampton Roads, VA
- Began expansion to Kansas City, MO/KS, in partnership with the 15 and the Mahomies Foundation
- Held the inaugural FARE Neighborhoods Day in Washington, D.C., featuring 70+ participants
- Reached more than 7,000 people at 177 community events and trainings
- Delivered resources to school nurses at 430 schools and early care centers
- Collected health and quality of life data from 1,154 households managing food allergy in five FARE Neighborhoods
- Started two “Food is Medicine” projects in Newark, NJ, and Central Arkansas (partnered with Arkansas Children’s Hospital, a FARE Clinical Network member), which provide monthly education and safe foods to up to 20 households in each location
- Presented at the American College of Allergy, Asthma, and Immunology Annual Meeting, Annual Southeast Community Health Worker Summit, and the U.S. Department of Education’s Promise Neighborhoods and Community Schools Conference



The presentation has allowed me to feel more confident in dealing with food allergies, which I am very thankful for. I have a six-month-old that I am introducing food to, and the presentation made me feel a lot better about introducing high allergen foods to him. Not only have I benefited from the school perspective, but also the parent perspective.

— Teacher participating in FNI school training

EDUCATING & RAISING AWARENESS

FARE Neighborhoods Survey: Data Highlights

Just
62%

of respondents
received a
prescription for
epinephrine

Only
38%

had access to
unexpired epinephrine
within 5 minutes all
or most of the time

6 in 10

worried that
their food would
run out before
they had money
to buy more

**More
than
Half**

visited a food bank
in the previous
12 months

Nearly
Half

reported anxiety
due to their child's
food allergy

FARE Neighborhood Initiative Partnerships

FARE engages with dozens of community organizations and volunteers throughout its locations. In a 2024 survey of partners and volunteers, all respondents agreed there was a clear benefit to partnering with FARE. 93% of those surveyed said FARE is making an impact in their communities

The Girl Scouts Food Allergy Awareness Patch Program added 10 more Girl Scout Councils to the program, for a total of 41 across the country. Scouts earn a patch for completing a series of activities, from learning how to recognize and respond to an allergic reaction to recreating a common meal to be allergen-free.

The on-demand training program, "Food Allergy Xchange" was established to provide community health workers with key food allergy management practices they could bring to their daily work in the community. Nearly 100 people participated in the training in 2024. This program was supported by Genentech, A Member of the Roche Group.



FARE has provided our community with invaluable knowledge and resources on food allergies. This undoubtedly has been a huge benefit to the community in taking charge of their health.

— Partner in Newark, NJ

The program delivers entry-level information that Girl Scouts are not learning anywhere else. There were lots of "I never knew" moments. — Girl Scout Council Staff



EMPOWERING OUR COMMUNITY

We're Nobody's Punchline

In February 2024, ahead of Super Bowl LVIII, the food allergy community was surprised and disappointed when an Uber Eats commercial made a joke out of a fictional character's anaphylactic reaction to peanuts. As footage of the commercial circulated online, the community raised their voices and declared, "Enough is enough!" FARE took action to amplify these concerns and, ultimately, Uber edited the commercial before it aired during the Super Bowl football game.



Uber showed itself to be a new ally. In May 2024, Uber rolled out an app feature that makes it easier for Uber Eats users to indicate if they have allergies to top food allergens, and to communicate with restaurants about dietary restrictions. At the Food Allergy Summit, Uber's Senior Manager of Federal Affairs, Leah Graham, attended to accept the "FARE Allies and Champions Award," which recognizes an industry partner who is supporting the food allergy community's mission.

We thank Uber for taking this teachable moment and turning it into an opportunity for learning and growth. Now, Uber and FARE will keep working together for this community. — Sung Poblete, PhD, RN, CEO of FARE

Food Allergy Awareness Week (May 12–18)

This year's Food Allergy Awareness Week theme was gratitude for those who pave the way forward, beginning with those closest to the food allergy patient. We began with a Mother's Day appreciation of not just moms but dads, grandparents, and other caregivers—before advancing through multiple levels of appreciation for professional engagement with the food allergy community including researchers and health care providers, teachers and school staff, hospitality and restaurant workers, and advocates—and culminated with looking at innovation on the horizon. Each day, FARE presented the online debut of a custom short-form video.



As part of the "allies and champions" campaign, FARE invited people to pledge their support of the food allergy community during the month of May. Early pledges had the opportunity to have their name featured on the iconic New York City Times Square billboard during Food Allergy Awareness Week.

EMPOWERING OUR COMMUNITY

Team FARE 33

This spring, FARE rolled out Team FARE 33, a campaign to draw attention to “the biggest team you’ve never heard of”: the more than 33 million people in the U.S. who have food allergy. The campaign celebrated the resilience, discipline, and tenacity of those with food allergy. Team FARE 33 marks a partnership with Jason McCourty—former NFL player, Super Bowl champion, food allergy dad, and now, FARE Innovation Ambassador.



The disease of food allergy affects my family and, as FARE says, ‘It’s personal for us.’ For me. For my family. And I know that by elevating public awareness of food allergy and raising our voices, together, we can create a world without food allergy.

—Jason McCourty, FARE Innovation Ambassador

Kicking Off “15 and FARE”

At their October 29 gala in Kansas City, Missouri, the 15 and the Mahomes Foundation announced a new partnership with FARE to bring the FARE Neighborhoods Initiative and Food Allergy Academy training to Kansas City. During the gala, FARE’s CEO, Sung Poblete, PhD, RN, presented Brittany Mahomes with the FARE Champion Award, in recognition of the dedication Brittany Mahomes has shown to addressing food allergy.



15 and FARE will bring FARE Neighborhoods to the Kansas City area to reduce inequities in access to care, support, and resources for those with food allergy living in marginalized communities. The initiative will also provide Food Allergy Academy’s FARECheck training for the staff of community food banks, pantries, and local restaurants to help keep food allergy patients safer. Families will be able to look for the “15 and FARE Restaurant Partner” logo when dining out.

In November, Patrick Mahomes, as quarterback for the Kansas City Chiefs, designated 15 and FARE as his beneficiary for the 2024 NFL “My Cause My Cleats,” in which NFL players wear custom-designed cleats to demonstrate support of a particular cause during Weeks 13 and 14 of the NFL season. Mahomes’ cleats—worn for the Week 13 game in which the Kansas City Chiefs defeated the Las Vegas Raiders—were auctioned through the NFL Foundation, with proceeds benefiting 15 and the Mahomes Foundation to support the rollout of 15 and FARE.



2024 FARE IMPACT REPORT



EMPOWERING OUR COMMUNITY

Turning Halloween Teal

The Teal Pumpkin Project has become one of FARE’s most widely recognized projects since its inception in 2014. For the 5.6 million children in the United States living with food allergy, it can be scary to go trick-or-treating and risk potential exposure to a candy containing an allergen.

The Teal Pumpkin Project ensures that everyone feels included on Halloween. Participating houses, businesses, or “trunk or treat” locations signify that they’re offering non-food treat items, such as small toys, by displaying teal pumpkin signage on site. These options aren’t just good for those with food allergy—they’re good for everyone, supporting those with a range of dietary restrictions.



This year, FARE amplified awareness of the Teal Pumpkin Project through outreach by the FARE Neighborhoods Initiative, including hosting craft projects with kids to create homemade teal pumpkins, and working with partnering Girl Scout councils to rally participation in troops’ local neighborhoods.

FARE creates an annual digital map, updated regularly, that shows participating locations and events. This year, the map had representation in all 50 states and Washington, D.C. Beyond the United States, the 13 other participating countries spanned England, Australia, Mexico, Ireland, Germany, New Zealand, Singapore, India, Jamaica, Spain, France, Scotland, and Northern Ireland.

Teal Pumpkin Project: By the Numbers

12,639
locations on
the map

91
events

792,000
map
interactions by
44,000
people



EMPOWERING OUR COMMUNITY

The Teal Pumpkin Project captures national and international attention with coverage across print, digital, and broadcast platforms. One of the notable impacts was the usage of “disease” in this year’s coverage, reflecting FARE’s mission to change public perception of food allergy into a top tier public health concern by saying, “It’s a disease, not a diet.”

- ✚ **USA Today** (syndicated to 114 Publications): “FARE’s Teal Pumpkin Project encourages households to offer non-food treats to create an inclusive and safe Halloween for children with allergies.”
- ✚ **People Magazine**: “No child should ever be excluded from a celebration because of a disease. The Teal Pumpkin Project represents inclusion for the millions living with food allergies.”
- ✚ **Axios**: “Teal pumpkins are more than Halloween décor; they signal a safe and inclusive environment for children with food allergies.”

In May 2024, the Teal Pumpkin Project was selected as a Silver HALO Award recipient in the category of Best Disability Initiative, an award received by FARE together with CVS Pharmacy, part of the Pharmacy & Consumer Wellness division of CVS Health, and the exclusive retail partner of the Teal Pumpkin Project since 2022. The HALO Awards annually honor corporate and nonprofit partnerships, and the category recognizes initiatives that “increase access to resources, raise visibility for challenges the community faces, change policies and systems to serve people with disabilities better.”



In 2024, CVS offered over 60 non-food treat options across more than 7,000 stores nationwide, as well as in their online store space, ensuring people had convenient access to allergy-friendly Halloween items. The range of non-food goodies includes trick-or-treat buckets, light-up bracelets, glow sticks, pumpkin flashlights, and new bulk items like prefilled mini-teal pumpkins.



Our partnership with FARE is a unique opportunity to provide meaningful support to the families in our communities who are impacted by food allergy. We’re proud of the role we’ve been able to play in the Teal Pumpkin Project to foster inclusivity while also helping bring awareness to FARE’s mission and are excited to continue to make an impact through our work with FARE. —Brian Eason, Vice President of General Merchandise and Consumables, CVS Health

ASCENDING THE SUMMIT

Summit Week was a thrilling event that took place over October 17-20, 2024, at the Omni Shoreham Hotel in Washington, DC, and captured the energy that makes FARE the leading food allergy nonprofit. This event combined FARE's Food Allergy Summit with the first ever FARE Neighborhoods Day, and the third Clinical Development Day. FARE thanks this year's Premier Sponsor: Genentech, A Member of the Roche Group.

The audience for Summit Week encompassed:

- + Teens and kids with food allergy
- + Parents and caregivers
- + Grandparents
- + Adults with food allergy
- + Doctors, nurses, and dietitians
- + Psychologists and therapists
- + Community leaders
- + Advocates
- + Research scientists
- + Practicing clinicians
- + Industry partners
- + Corporations and brands



ASCENDING THE SUMMIT

FARE Neighborhoods Day

The first-ever FARE Neighborhoods Day took place on October 17 and united 70+ community stakeholders representing a diverse array of backgrounds, including community leaders, advocates, patients, and caregivers from around the country. Through panel discussions, the event fostered conversation around the steps in reducing health inequities in food allergy, with the goal of creating a better quality of life and health for people with food allergy and their families.

A highlight of the event was the unveiling of a commissioned painting by Washington, DC, artist Luis Del Valle, titled, *We Win*. The painting symbolizes the hope and resilience of the FARE Neighborhoods Initiative. FARE Neighborhoods Day was supported by DBV Technologies.

“The sharing of ideas and initiatives with a diverse group of speakers was transformative. I gained more knowledge about food allergy disease and the complexities around food insecurity and food allergy in my community.”

—2024 FARE Neighborhoods Day attendee



ASCENDING THE SUMMIT

Clinical Development Day

FARE's 3rd Annual Clinical Development Day, on the subject of "Addressing Unmet Needs in Food Allergy: Recent Advances, Ongoing Challenges and Prospects for the Future," was held on October 17–18 thanks to the generous support of DBV Technologies, Genentech, A Member of the Roche Group, Nestle Health Sciences, and Aquestive Therapeutics.

Attendees gathered to explore critical issues in the development of new food allergy therapeutics, diagnostics, and prevention strategies. Co-chaired by Stephen Tilles, MD, FARE's Research and Strategic Innovation Advisor, and two FARE Clinical Network investigators, Aikaterini Anagnostou, MD, PhD, and Sarita Patil, MD, the interactive forum identified key barriers and potential solutions for a number of topical areas including early allergen introduction, disparities in access to infant-safe forms of allergen-containing foods for prevention, inequalities in access to allergist services for diagnosis and treatment, challenges to innovators attempting to develop diagnostics and therapeutics, uncertainty surrounding best practices for oral immunotherapy, and fragmented biorepositories.

In tandem, FARE hosted an Allergen Standardization Workshop on October 19 that convened approximately 30 stakeholders and thought leaders—including representatives from the FDA, NIH, allergen manufacturers, allergen scientists, and thought leaders—to initiate dialogue about the challenges associated with food allergen standardization. The workshop advanced discussion on accelerating progress toward general availability of safe and effective allergen products used for diagnosis (e.g., skin prick testing, oral food challenges), treatment (e.g., oral immunotherapy) and further research of IgE-mediated food allergy.

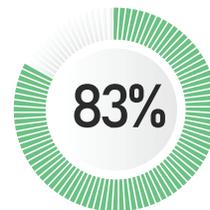


ASCENDING THE SUMMIT

Clinical Development Day: By the Numbers



of survey participants from the 2024 event strongly agreed/agreed, "Clinical Development Day fostered meaningful discussion."



of survey participants replied YES, when asked, "Did the event help you gain new insights or strategies to apply to your personal or professional life?"

How 2024 attendees described Clinical Development Day

"Great interactive dialogue"

"Bringing together diverse players in the food allergy space and allowing a safe space for vigorous and sometimes alternative viewpoint discussions"

"Open dialogues with patient advocates, industry, clinicians and regulators"



ASCENDING THE SUMMIT

Food Allergy Summit

The Summit agenda kicked off the afternoon of October 18 with a welcome address and evening social events for adults and teens. The October 19 sessions focused on a wide range of topics including immunotherapy, food allergy management in schools, traveling with food allergy, alpha-gal syndrome, disordered eating, psychosocial impact of food allergy, health equity, food allergy and the law, and more.

This year's keynote speaker was Robert A. Wood, MD, FAACAP, professor of pediatrics at Johns Hopkins University School of Medicine and one of the principal investigators for the OUtMATCH study, speaking on "How Innovation in 2024 Will Revolutionize Food Allergy."



Expert insights included:

- + Pamela Guerrero, MD, PhD, chief of allergic diseases and the food allergy research section at the NIH, examining the reason food allergy are on the rise.
- + Rima Rachid, MD, FAACAP, director of the Allergen Immunotherapy Program and co-director of the Food Allergy Program at Boston Children's Hospital, a FARE Clinical Network center, discussing how the microbiome and microbiota can be influential on the development of food allergy or the treatment of food allergy.
- + Wayne Shreffler, MD, PhD, a physician at Massachusetts General Hospital and faculty member at Harvard Medical School, talking about diagnostic breakthroughs.

2024 Food Allergy Summit: By the Numbers



Every year, participants comment on the joyous atmosphere of the Food Allergy Summit, which both nourishes longstanding friendships and creates new ones. This year's most popular events included a live game show with competing teams of Summit attendees, a make-your-own friendship bracelet activation, and a Saturday night silent disco pajama party for teens and preteens.

ASCENDING THE SUMMIT

Awards of Distinction Recipients

+ Denise Bunning Community Leadership Award Winner: Victoria Enciso

For outstanding leadership and service on behalf of the food allergy community, driving change, raising awareness, and promoting education of food allergy as a life-threatening disease.

+ Young Leader Award Winner: Zacky Muñoz

For dedication to the cause of food allergy and for the selfless initiative and support of efforts to advance awareness and education surrounding life-threatening food allergies.

+ Advocate of the Year Winner: Congressman Maxwell Frost

For outstanding achievements and contributions of an individual who has demonstrated a true commitment to advocating for food allergies. This award recognizes an individual who has shown exceptional dedication, passion, and effectiveness in advancing legislation and awareness for the food allergy community

+ FARE Allies and Champions Award Winner: Uber

Recognizing an industry partner who is supporting the food allergy community's mission.

"I was almost in tears for most of the weekend because I saw how happy and free my daughter was. She had the time of her life and felt safe and seen...Thank you so much for creating a space that made my child feel that she was safe and a part of a welcoming community." — 2024 Food Allergy Summit attendee



Over the past two years, Victoria Enciso consistently demonstrated her dedication for community outreach events in Chicago's most underserved South Side communities through our FARE Neighborhood Initiative, leading to a total of 606 patient appointments, leading to a total of 606 food allergy patient appointments in South Side Chicago. Vicky has collaborated with over 30 organizations, including schools, community centers, and local health fairs, to disseminate critical food allergy information and resources. Vicky's work has made a profound impact on the community, fostering a greater understanding of food allergy and supporting individuals and families in managing their health.

—Citation for the 2024 Denise Bunning Community Leadership Award

ASCENDING THE SUMMIT

The Teen Poster Session featured 11 presentations and is modeled on the poster presentations held at academic conferences, fostering the process of conceiving and executing a complex study or project. Congratulations to our Teen Advisory Group members on their amazing contributions to the food allergy community!

FARE thanks Novartis for their sponsorship of the Teen Poster Session.



Sample topics:

- ✚ “Exploring Holistic Approaches to Food Allergy”
- ✚ “Idiopathic Urticaria Awareness”
- ✚ “ALLERLINK: A Link to Instant Allergy Information”
- ✚ “Identifying Legislative Advocacy Opportunities”



Travel grants cover transport, registration, and room/board for selected recipients. The commitment to travel grants directly impacts economically challenged food allergy patients by providing improved access to education, informed medical care, and supportive community. Travel grants were generously supported by DBV Technologies.



“This is my second Summit, and I loved every minute. I’m extremely grateful to be chosen as a scholarship recipient both times as I wouldn’t be able to afford it otherwise...Thank you for another incredible weekend of food allergy education, advocacy, and community!”
— Travel Grant recipient (patient from Iowa)

Thanks for having a poster session. I loved sharing my research with everyone and meeting some of my group members in-person!

—2024 Food Allergy Summit teen attendee



ASCENDING THE SUMMIT

Summit Week's Exhibit Hall offered a bustling space to learn about the latest advancements in food allergy management and discover new products and publications that can benefit food allergy patients and their families.



Exhibit Hall Participants

Abe's Vegan Muffins, Applegate Farms, Aquestive Therapeutics, ARS Pharma, Auvi-Q, Belay (MedLocker), Center for Food Allergy and Asthma Research, Northwestern University + Yobee, DBV Technologies, Every Body Eat, Food Allergy Getaways, Free2B Foods, Genentech, A Member of the Roche Group, Global Health Pack, Lorissa's Kitchen, MenuTrinfo, Nutricia North America, OWYN, Pixie Lizzie, Rare Patient Voice, SercaCase, Stallergenes Greer, The Greater Knead, The Safe + Fair Food Company, Undercover Snacks, Vermont Nut Free Chocolate, Vindico Medical Education

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Abe's Vegan Muffins, Applegate Farms, CVS Pharmacy, Enjoy Life Foods, The Greater Knead, MOCHA (Mothers of Children Having Allergies), Partake, Sunshine Charitable Foundation, The Safe + Fair Food Company, Voyage Foods

100% of 2024 surveyed exhibit-hall participants recommend that their industry participate in FARE events.

"It was an incredible event, and I feel much more deeply connected to the food allergy community at large after attending!"
— 2024 exhibitor, CPG Industry

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INVESTING IN THE FUTURE

New Faces on the Board of Directors



Rachel J. Gordon, MD, MPH

Rachel J. Gordon, MD, MPH, is a food allergy mom and a physician at Columbia University who specializes in Infectious Diseases. She is a clinician and medical educator with a background in molecular epidemiological research.

“My daughter has multiple life-threatening food allergies. She has participated in two impactful clinical trials. My son and husband also have food allergy. Eating is something we do throughout the day and, unfortunately, serious food allergy changes everything. Everyone should be able to eat what they want, where they want, without fear.”

“I joined FARE’s Board of Directors because I believe food allergy can be prevented and cured if the research gets done. While I am a food allergy mom, I am also a physician and medical educator whose career began in research. I know we have the tools to cure this disease. I want to do everything I can to support research for food allergy, in addition to helping with food allergy awareness and education.”



Serena Liew

Serena Liew earned a BA in Economics from the University of Chicago and resides in Greenwich, CT. She has been a generous supporter of her alma mater, serving on the board of the University’s Laboratory Schools and contributing to the Lab Schools, the College, and multiple endowed scholarships. She is also a donor to Greenwich Hospital, helping to advance healthcare in her community.

“As a mother of two children with severe food allergy—one with a tree nut allergy and the other with a shellfish allergy—food allergy are a constant part of my family’s daily life. From reading labels and preparing safe meals to navigating social situations and emergency preparedness, I understand the challenges and anxieties that come with managing food allergy. Joining the board of FARE allows me to advocate for greater awareness, research, and support so that all families dealing with food allergy can feel safer and more empowered.”

“FARE’s clinical network is especially exciting because it connects top research institutions to drive innovation in food allergy treatments. With my children’s severe tree nut and shellfish allergies, I’m hopeful that this collaboration will lead to new therapies, desensitization protocols, or even long-term solutions for these allergens. By accelerating research and clinical trials, the network brings us closer to safer, more effective treatments that could significantly improve quality of life for those with severe food allergy.”



Robert Parker

Bob Parker joined FARE's Board of Directors in 2024, bringing over 40 years of experience in the peanut industry, including his tenure as CEO of the National Peanut Board, where he championed collaboration between the peanut industry and the food allergy community.

“Professionally, leading the National Peanut Board taught me that peanuts and the food allergy community must work together to find therapies and treatments that benefit both. Personally, my grandson’s tree nut and peanut allergies have given me firsthand insight into these challenges.”

“I’m especially excited about FARE’s research initiatives, which are working toward life-changing treatments and prevention strategies. Progress in this space will be a win-win for the food allergy community and peanut industry, creating a safer future for everyone.”



James Weiss

Jim Weiss, Chairman and Founder of Real Chemistry, is a health care, biopharma and medical tech visionary, entrepreneur, business leader, investor, mentor, citizen advocate and digital health pioneer.

“My connection to food allergy is both personal and professional. With family members directly affected, I’ve seen the challenges up close. This personal experience drives my passion to push for better solutions and integrate this awareness into my work as a communications and marketing leader within the healthcare industry.”

“I joined FARE’s Board of Directors to help create a safer and more inclusive world for the tens of millions of people with food allergy. Using my background in healthcare communications and digital marketing innovation, I aim to support FARE’s outreach and engagement programs and make a real difference.”

Fundraising That Builds Community

+ Briden Cup and Gala (June 2024)

At age 28, Matthew Briden tragically passed away following a severe food allergy reaction after dining at a restaurant in Pittsburgh, Pennsylvania. Diagnosed with a peanut allergy at age two, his passing was a heartbreaking reminder that food allergy deaths are often preventable.

In June 2024, the Briden Cup and Gala was held in his memory—a vibrant and heartfelt celebration of Matthew Briden’s life, reflecting his deep love for family, friends, community, and competition. The event raised a remarkable amount in support of food allergy education, awareness, and advocacy.

“We could not have organized this without FARE,” his mother, Kathy Briden, shared, speaking to both the logistical help and emotional support the organization provided throughout the planning process.

FARE is deeply honored to support the Briden family during this profoundly difficult time. We are inspired by their commitment and share their hope of creating a future that is safer and more inclusive for all living with food allergy. Thanks to the generosity of the Briden family and their community, the event raised over \$100,000 to advance our mission.

+ Hometown Heroes Food Allergy Awareness Walk (December 2024)

Connecting through FARE and our Teen Advisory Group, Sakura Murase, Zidaan Kapoor and Kana Murase joined together to turn their challenges with food allergy into meaningful action. In December, they held their second annual Hometown Heroes Food Allergy Awareness Walk in their hometown of Redwood Shores, California.

Living with food allergy, these three young leaders understand what it’s like navigating obstacles big and small—whether it be school lunches, vacations, or everyday situations others take for granted. Rather than letting these experiences hold them back, they’ve used them as fuel to make a difference in their community. Empowered by their shared experiences, Sakura, Zidaan and Kana united their friends and neighbors to raise awareness, help make the world safer and fundraise for FARE’s work to create a better future for those with food allergy.

+ Rising Leaders Committee Fundraiser (December 2024)

The Rising Leaders Committee is a dynamic group of young professionals who serve as enthusiastic advocates for the food allergy community. In December 2024, about 35 attendees including the Rising Leaders Committee and their guests gathered at Beyond the Pale in New York City to connect, enjoy drinks and small bites, and raise critical awareness and funds for food allergy.

Thanks to the generosity of a family foundation, the first \$25,000 donated through this event was matched dollar for dollar. The efforts of these young leaders made an enormous impact, bringing the total amount raised to an impressive \$50,395. These funds will help drive groundbreaking research in prevention, diagnosis, and treatment while also mitigating risks for families through education, advocacy, and health equity initiatives. The event chairs were Andy Hartman, Daniel Kadden, Matthew Marangiello, and Alexa Moss.

INVESTING IN THE FUTURE

End-of-Year Wins

FARE is very grateful to Katie and David Geenberg—food allergy parents from Greenwich, Connecticut— for the \$50,000 matching gift they made to inspire additional gifts from our community to support FARE. Having received tremendous support and resources through FARE when they discovered their son Max had several life-threatening food allergies, Katie and David made a gift to give back to the FARE community.

The response to Katie and David's matching gift was truly amazing. Our community proved its commitment to a future free from food allergy and came together and raised well over \$100,000 for Giving Tuesday.

We see the benefits of FARE each and every day in our care for Max, and we're happy to give back. —*Katie Geenberg, food allergy mom and member of the Board of National Ambassadors*

Inspired by the Geenbergs and the response to their generosity, another family came forward to make a \$150,000 matching gift for December to continue the end of year giving momentum.

A future free from food allergy is good for everyone, and food allergy families and allies rallied around our shared vision throughout the 2024 giving season to raise over \$800,000!

Thank you for supporting an impactful end-of-year giving campaign. We could not have done this without you, and your generosity will accelerate the work we do.

\$600,000 in gifts from the FARE community
+\$200,000 in matching gifts



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+ \$5,000,000+

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We are honored to recognize the extraordinary individuals, families, foundations, and organizations whose lifetime contributions to FARE have exceeded \$1 million. Their unwavering commitment and leadership have shaped our mission and made lasting change possible. These donors are not only our most generous supporters—they are visionary partners in creating a better future. Their legacy of giving strengthens our work today and inspires tomorrow's progress.

With deepest gratitude, we thank the members of our Visionary Circle:

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