



IMPACT REPORT

2022

FROM OUR LEADERSHIP

Dear Feeding Matters community,

As we reflect on the achievements of 2022, we are filled with gratitude and pride for the tremendous impact Feeding Matters has made in the field of pediatric feeding disorder (PFD). It is our pleasure to present to you our 2022 Impact Report, a testament to the unwavering dedication of our team, the generous support of our donors, and the resilience of the families we serve.

Awareness of PFD continues to be the overwhelming barrier that we face and are actively working on. Over the past year, we have remained focused on advancing understanding, providing support, and advocating for change for the PFD community.

Education and family support is at the core of our mission, and in 2022, we expanded our efforts to provide valuable resources and support to parents, caregivers, and healthcare professionals producing valuable multi-media content and tools to support the field.

Together, we are building a strong and informed community driven by compassion and shared experiences.

As we look ahead to the future, we are excited to embark on new initiatives and partnerships that will further enhance our ability to support children and their families. By harnessing the expertise and compassion within our community, we are confident that we will continue to make a lasting impact on the lives of those we serve.

We extend our deepest gratitude to each and every member of the Feeding Matters community. Your unwavering support, generosity, and commitment to our mission are what make our work possible. Together, we are stewarding your investment to drive change, transform lives, and create a brighter future for children with PFD.

With heartfelt appreciation,



Todd A. Pearson
BOARD CHAIR



Jaclyn Pederson, MHI
CHIEF EXECUTIVE OFFICER

ABOUT FEEDING MATTERS



WHO WE ARE

Established in 2006, Feeding Matters is the first organization in the world uniting families with the field's leading advocates, experts, and allied healthcare professionals to improve the system of care for pediatric feeding disorder through advocacy, education, support, and research.

MISSION

Furthering advances in pediatric feeding disorder by accelerating identification, igniting research, and promoting collaborative care for children and families.

VISION

A world in which children with pediatric feeding disorder will thrive.

VALUES

Collaborative • Innovative • Inclusive

MEET JAX

By Amber Mieras, Mother of Jax

When Jax was born, we were aware of his Down syndrome diagnosis and were prepared for the traits we expected: low muscle tone, some heart concerns, and more. What we did not expect was at 8 days old to be walking back into the hospital with our first failure to thrive diagnosis.

We started feeding therapies, tested out different formulas, and tried every suggestion given to us to help Jax eat. After an open-heart surgery at 10 months old, we hoped for feeding improvement. After a G-tube placement, we prayed for better eating. After years of therapies, a tongue tie procedure, countless “practice” meals, and food play sessions at home, we were still making very little progress. This was when I found Feeding Matters.

Story continued throughout the report.



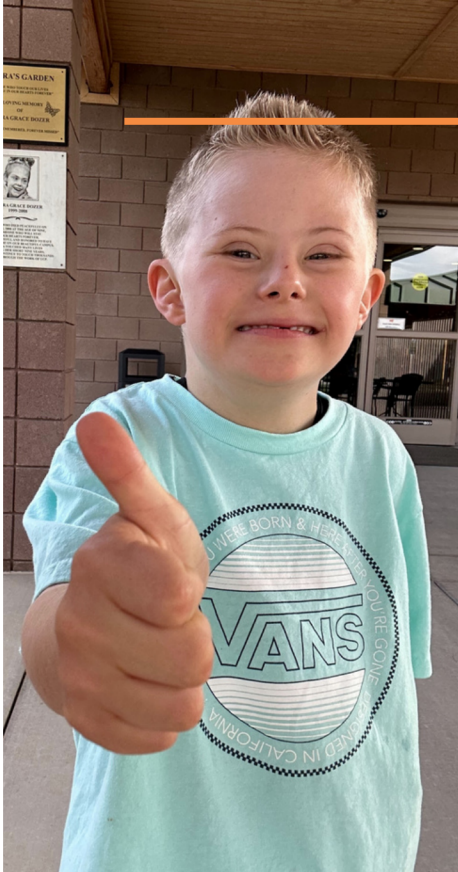
2022 FOCUS

Our overall goal for 2022 was to raise awareness of PFD, ensuring that this invisible disorder is no longer unknown or misunderstood. We focused on various initiatives, such as an informative blog series, targeted campaigns, and PFD Awareness Month. These efforts aimed to educate the public, reduce stigma, and empower families to seek early intervention and appropriate care for their children.

230,000
individuals
reached

550+ families
directly
supported

190,000 web
users from
150 countries



JAX'S STORY CONTINUED

Life was such a blur at that time that I don't even remember how I stumbled upon the website. But what I do remember was the day my mentor, Heidi, reached out to me. As soon as we started talking, I felt heard and understood for the first time in years. Not just about the medical concerns but the

emotional struggles. It was obvious that Heidi understood what our family was going through.

Over the next few months, I read articles about feeding struggles, attended our first Feeding Matters conference, and continued to have chats with Heidi.

STRATEGIC PLAN (2022 – 2026)

We are proud to share the progress and impact of Feeding Matters's strategic plan. This plan, shaped by listening to our PFD Alliance community and built by our Board of Directors, aims to elevate PFD awareness and establish Feeding Matters and PFD as household names.

We have focused our efforts on the following: **Digital First**, **Targeted Media**, and **Community Driven**.

"Our journeys are not all the same, and take many different routes; however, the support Feeding Matters offers in many ways is priceless and can come only from those who don't have the typical feeding journey."

- Renee, Volunteer Family Coach

12,500
Infant and
Child Feeding
Questionnaire®
views

1,236
IPFDC
attendees

3,000+
families
accessed the
Family Guide
to PFD



DIGITAL FIRST

Website Revision: We continue to build updates to our website to make it accessible, interactive, informative, and engaging.

Content Development: We are committed to creating high-quality content in partnership with our community. By providing reliable content, we aim to draw individuals "into the fold" and deepen their understanding of PFD.

7,400 ICD-10 Toolkit views

5,700 ARFID & PFD webpage views

1,631 PFD Alliance members

22,363 all social audience

TARGETED MEDIA OPPORTUNITIES

Brand Journalism: We have embraced the role of being our own publisher, telling our own story, and showcasing our expertise. We aim to become the trusted source for information on PFD matters locally, nationally, and internationally.

Targeted Markets: While our impact is felt globally, we have identified specific markets in Arizona, California, and Ohio, where we aim to concentrate our grassroots outreach efforts. By targeting these areas, we can build a model to better support local system needs.

COMMUNITY DRIVEN

Consensus: We believe in the power of bringing together unique perspectives to build the first level of evidence related to the needs of the PFD system.

Infant and Child Feeding Questionnaire® (ICFQ)

Screeners: Early identification of children with PFD is crucial for timely intervention. We remain focused on refining and promoting the ICFQ Screener to enhance early detection and intervention efforts.

Brand Ambassadors: We seek to build confidence in Feeding Matters by cultivating a network of brand ambassadors.

Top countries for website visitors:
United States,
United Kingdom,
and Australia

Top states for website visitors:
California,
New York, and
Texas

JAX'S STORY CONTINUED

While I know the doctors and therapists were trying so hard to help Jax progress, I can't help but feel like if we had been able to see his PFD as a stand-alone diagnosis, we would have been able to look at the behavioral aspect and emotional fears of food. Over the years, we have engaged in numerous methods to support Jax's feeding.

40,000+
What is PFD
pageviews

*Partnered with
Zero to Three
Healthy Steps*

*Launched our
Corporate
Partnership
Program*

FUTURE PLANS

We are excited to embark on new initiatives and partnerships that will further enhance our ability to support children with PFD and their families. We remain dedicated to expanding access to quality care, advancing research, and advocating for policies that prioritize early intervention.

We extend our deepest gratitude to our donors, volunteers, partners, and the entire Feeding Matters community. Your unwavering support and generosity make our work possible.



***Learn about the power of
diagnosis by reading family
stories: [feedingmatters.org/
power-of-a-diagnosis-pfd-stories](https://feedingmatters.org/power-of-a-diagnosis-pfd-stories)***



JAX'S STORY CONTINUED

I started my journey with Jax feeling overwhelmed and lost. Feeding Matters has been a lifeline to me. I have learned so much about Jax's feeding needs through meetings with my mentor Heidi and at each conference I have attended. I now feel confident advocating for Jax. I have been able to give back to other families as a volunteer for Feeding Matters through the Power of Two program and on the Family Advisory Council.

PFD is hard, it has been a long journey, and our family is finding ways to navigate it as best we can. I am so grateful to have had the opportunity to connect with Feeding Matters to help us in our journey and am grateful to all of you who support this very important organization.

Feeding Matters is changing the world for children with PFD.

338 volunteers
donated 1,866
hours valued at
approximately
\$233,944

Media reach of
8,798,909 during
PFD Awareness
Month in May



"Feeding Matters is helping bring the experts together and shaping the future generations of parents and children with feeding struggles. Feeding Matters has their sights on a vision that surmounts current healthcare and legislative barriers."

-Feeding Matters Supporter

LOCAL REACH

Arizona Grassroots Outreach, Education, and Support Initiative: Allowed us to go deeper into one of our target markets (Arizona) while also pursuing our national advocacy agenda.

California and Ohio Community Councils: Continued our grassroots outreach and growth by launching Community Roundtables to gather feeding-focused individuals to discuss how to grow awareness of PFD in local communities.

NATIONAL REACH

Formula Shortage Resources: Launched the Formula Shortage Resource Page to combat the growing need of our community to gain access to vetted information about formula during the shortage crisis.

National Advocacy and Partnership: Participated in the Patients and Providers for the Medical Nutrition Equity Act Coalition, which advocates at the federal government level to ensure families receive coverage for life-saving nutrition. Built national partnerships to better support awareness and program needs.

News Coverage: Featured in national publications, including moms.com, lifehacker.com, and insider.com, sharing Feeding Matters resources.

INTERNATIONAL REACH

International Provider Survey: Completed the first national and international look at which providers are treating PFD and their efficacy level.

International Pediatric Feeding Disorder Conference (IPFDC): Hosted our 9th IPFDC in April with over 1,200 attendees from 30 countries.

PFD Alliance App: Launched the PFD Alliance app, a space for families, healthcare professionals, and community members to connect around PFD.



Map of 2022 IPFDC Engagement

HOPE AND RESILIENCE

In this touching story of hope and resilience, we see Amber's journey as a testament to the impact of Feeding Matters programs. From the initial discovery of the organization's resources and mentorship to her current role as Chair of the Family Advisory Council, Amber's story showcases the transformative power of Feeding Matters's four pillars: education, advocacy, research, and family support.

As we honor Amber's resilience and determination, we are reminded of the countless families around the world who face similar challenges. Your generous support will enable Feeding Matters to continue providing crucial programs and initiatives that empower families, advance research, and create a brighter future for children like Jax.



Together, we can nourish hope and transform the lives of families impacted by PFD. Join us in making a difference. Make a gift today at feedingmatters.org/donate.



\$885,312
raised to support
our mission

Clean opinions on
all annual audits
since our first, over
10 years ago

Platinum
Transparency
2022

Candid.

83% of expenses
spent on
programs

2022 TEAM

BOARD OF DIRECTORS

Officers

Todd Pearson *Board Chair*
Kristen French, CPA *Treasurer*
Lori Crandall *Secretary*

Members at Large

Emily Adams
Courtney Bliss
Vince Daniels
Staci Meltzer
Ian Rakow
R.J. Bucky Slomski, Esq
Rhonda Anderson, RN, DNSC(h), FAAN, FACHE *Past-Chair*
Shannon K. Goldwater *Founder and Emeritus Board Member*

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Amy L. Delaney, PhD, CCC-SLP *Education Pillar Chair*
Paula Rabaey, PhD, MPH, OTR/L *Research Pillar Chair*
Erin Ross, PhD, CCC-SLP *Advocacy Pillar Chair*
Brandt Perry *Family Advisory Council Chair*

CORPORATE PARTNERS



Parapharma Tech
Shamrock Foods Foundation
EZPZ

STAFF

Executive Office

Jaclyn Pederson, MHI *Chief Executive Officer*
Kathy M. Thomas *Chief Operations and Finance Officer*

Programs and Initiatives

Athena Flicek *Programs and Events Manager*
Jalenna Francois *Communications and Awareness Specialist*
Jen Lambert, M.Ed. *Director of Programs and Events*
Andie Marquez *Arizona Outreach and Support Coordinator*
Cuyler Romeo, MOT, OTR/L, SCFES, IBCLC *Director of Strategic Initiatives*
Heidi Van der Molen *Program Manager*

We are transforming lives and paving the way for a brighter future.



MAKE A GIFT



FAMILY RESOURCES



WHAT IS PFD

Feeding Matters
PO Box 44617
Phoenix, AZ 85064
www.feedingmatters.org