



# American Liver Foundation 40 Years in the Making

- 1976** **American Liver Foundation** (ALF) is founded.
- 1980** ALF's **Research Awards** program is established. To date, ALF has provided over \$25 million in research awards to over 825 scientists.
- 1983** ALF answers the call for trusted information and support with a national toll-free 1-800 phone number. Today, our **Helpline** responds to calls from all 50 states and in more than 100 languages.
- 1987** ALF launches its first community education program for elementary school children to help them understand the liver, resist peer pressure and say no to drugs. This will provide a foundation for today's **Love Your Liver** workshops at elementary schools across the United States.
- 1991** **Flavors** was started in 1991 in Phoenix by Chef Christopher Gross. Eight years later, in 1999, the **Liver Life Walk** will also begin. These signature events will raise more than \$50 million to help end liver disease and to provide education and support services to those battling a liver condition.
- 1993** A cadre of well-known personalities joined ALF to develop **Public Service Announcements** (PSAs), including former Surgeon General C Everett Koop, Country Musician Naomi Judd and former NY Giants Football Coach Dan Reeves.
- 1995** Convening of a Scientific Advisory Council, composed of leading researchers on hepatitis, liver and gallbladder diseases, that drafted the first ever **Research Agenda** outlining for the nation and for Congress the priorities in finding cures.
- 1996** ALF publishes a **Children's Liver Research Agenda: A Scientific Blueprint To Help Families Coping with Liver Disease**.
- 2004** ALF inaugurated its 2nd community education program - a multi-year **THINK (The Hepatitis Information You Need to Know) B** education campaign with a leadership conference held in New York City.
- 2006** ALF's website, **LiverFoundation.org**, is launched.
- 2007** ALF Chairman of the Board, James Boyer, MD testified before the House Appropriations Subcommittee on Labor, Health and Human Services, and Education in March. He presented testimony on the need for increased funding for **NIH**, CDC's Division of Viral Hepatitis, and HRSA's Division of Organ Transplantation.
- 2009** ALF inaugurated its 3rd community education program - **Fatty Liver Information Program (FLIP)** - a national education program targeted to the general public and liver patients to foster a greater understanding of the liver and its functions. This program provided the foundation for the current Liver Wellness program.
- 2011** Legendary artists Gregg Allman and Natalie Cole help ALF launch a nationwide HCV awareness campaign called **Tune in to Hep C**. ALF launches its Facebook page and has 945 fans.
- 2012** ALF launches **HepC123.org**, a micro-website dedicated to hepatitis C education that is visited by more than 500,000 people a year. One year later, **HE123.org**, ALF's micro-website on hepatic encephalopathy, also goes live.
- 2014** ALF's first **National Patient Advisory Committee** members are trained to help provide a voice for patients in their communities and across the nation. Today, our NPAC has more than 50 diverse members who help raise awareness about many conditions, including nonalcoholic fatty liver disease, hepatitis C, primary biliary cholangitis and more.
- 2015** American Liver Foundation takes to Capitol Hill, educating legislators about liver disease and its impact on patients' lives. This becomes an annual **Advocacy Day**.
- 2016** Today, we reach over **2 million people a year** with timely and trusted information, education and support services via 16 regional divisions, the National toll-free helpline, and an active online presence. We are also a nonprofit leader in supporting liver research. ALF Facebook fans break 100,000.



**Become part of our history by celebrating our 40th anniversary with us!**  
**Go to [LiverFoundation.org/Liver40](http://LiverFoundation.org/Liver40) for more information.**



# 40 Years in the Making

1976

American Liver Foundation (ALF) is founded.

1980

1983

ALF answers the call for trusted information and support with a national toll-free 1-800 phone number. Today, our **Helpline** responds to calls from all 50 states and in more than 100 languages.

ALF's **Research Awards** program is established. To date, ALF has provided over \$25 million in research awards to over 825 scientists.

1987

1991

**Flavors** was started in 1991 in Phoenix by Chef Christopher Gross. Eight years later, in 1999, the **Liver Life Walk** will also begin. These signature events will raise more than \$50 million to help end liver disease and to provide education and support services to those battling a liver condition.

ALF launches its first community education program for elementary school children to help them understand the liver, resist peer pressure and say no to drugs. This will provide a foundation for today's **Love Your Liver** workshops at elementary schools across the United States.

1993

1995

Convening of a Scientific Advisory Council, composed of leading researchers on hepatitis, liver and gallbladder diseases, that drafted the first ever **Research Agenda** outlining for the nation and for Congress the priorities in finding cures.

A cadre of well-known personalities joined ALF to develop **Public Service Announcements (PSAs)**, including former Surgeon General C Everett Koop, Country Musician Naomi Judd and former NY Giants Football Coach Dan Reeves.

1996

2004

ALF inaugurated its 2nd community education program - a multi-year **THINK (The Hepatitis Information You Need to Know) B** education campaign with a leadership conference held in New York City.

ALF publishes a **Children's Liver Research Agenda: A Scientific Blueprint To Help Families Coping with Liver Disease**.

2006

2007

ALF Chairman of the Board, James Boyer, MD testified before the House Appropriations Subcommittee on Labor, Health and Human Services, and Education in March. He presented testimony on the need for increased funding for **NIH**, CDC's Division of Viral Hepatitis, and HRSA's Division of Organ Transplantation.

ALF's website, **Liverfoundation.org**, is launched.

2009

2011

Legendary artists Gregg Allman and Natalie Cole help ALF launch a nationwide HCV awareness campaign called **Tune in to Hep C**. ALF launches its Facebook page and has 945 fans.

ALF inaugurated its 3rd community education program - **Fatty Liver Information Program (FLIP)** - a national education program targeted to the general public and liver patients to foster a greater understanding of the liver and its functions. This program provided the foundation for the current Liver Wellness program.

2012

2014

ALF's first **National Patient Advisory Committee** members are trained to help provide a voice for patients in their communities and across the nation. Today, our NPAC has more than 50 diverse members who help raise awareness about many conditions, including nonalcoholic fatty liver disease, hepatitis C, primary biliary cholangitis and more.

ALF launches **HepC123.org**, a micro-website dedicated to hepatitis C education that is visited by more than 500,000 people a year. One year later, **HE123.org**, ALF's micro-website on hepatic encephalopathy, also goes live.

2015

2016

Today, we reach over **2 million people** a year with timely and trusted information, education and support services via 16 regional divisions, the National toll-free helpline, and an active online presence. We are also a nonprofit leader in supporting liver research. ALF Facebook fans break 100,000.

American Liver Foundation takes to Capitol Hill, educating legislators about liver disease and its impact on patients' lives. This becomes an annual **Advocacy Day**.

**Become part of our history by celebrating our 40th anniversary with us!**

**Go to [LiverFoundation.org/Liver40](http://LiverFoundation.org/Liver40) for more information.**