



national center for
homeopathy

2014

ANNUAL REPORT

Advancing Practice:
Approaches to Acute & Chronic Care



National Center for Homeopathy

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info@homeopathycenter.org



Letter from the President & Executive Director

The National Center for Homeopathy is grateful for the support we've received this past year, and we are pleased to share our accomplishments for 2014 in this Annual Report.

As you will see, contributions from generous donors who believe in our mission “to promote health through homeopathy” enabled us to make great strides in our program areas: education, advocacy, outreach, and community. Through the annual conference, webinars, publications, social media outreach, strategic alliances, educational programs, and other initiatives, we're continuing to serve homeopathy and all those whose lives it touches.

This year's particular accomplishments include:

- NCH's 40th Anniversary
- Launch of the hugely popular Homeopathy Academy for Moms webinar series
- Launch of the e-version of *Homeopathy Today* magazine
- Significant increase in NCH's active community supporters
- New strategic partnerships
- Unprecedented increase in social media following


Members of the Board of Directors are committed to ensuring that today's NCH builds upon this organization's 40-year legacy to make certain that homeopathy continues as a viable healthcare option and that the public is increasingly aware of its benefits. Thank you for your continued contributions and for showing us that you believe in our work. Together, we will continue to accomplish great things.

To your health,




Ann Jerome, PhD, CCH, RSHom(NA)
President




Alison Teitelbaum, MS, MPH, CAE
Executive Director



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NCH MISSION STATEMENT:

To promote health through homeopathy by advancing the use and practice of homeopathy.

HOW OUR DONORS HELPED US ACCOMPLISH OUR MISSION IN 2014:

NCH PROGRAMS AND SERVICES

Joint American Homeopathic Conference – NCH continues to present the Joint Annual Homeopathic Conference for the whole homeopathic community. Held the 9th Annual Joint American Homeopathic Conference, April 4-6, 2014, in Long Beach, CA. At this event we welcomed over 300 attendees and nearly 30 speakers from across the US and around the globe. This also represented the first time the conference had been held on the West Coast in nearly 5 years.

We also conducted a second, and very successful Call for Abstracts for the 10th Annual Joint American Homeopathic Conference (May 8-10, 2015, in Philadelphia, PA) and received over 80 abstract submissions during the process, which represented a 7% increase over 2013.

Website – We continued to update our website to expand our consumer content and improve user navigation. Some 2014 highlights related to the website include:

- Doubled the number of visitors to the NCH website.
- The “Find a Homeopath” practitioner directory remains one of the two most popular sections of the website, with thousands of visits each month.
- The “Find a Remedy” section of the website (added in 2013) consistently ranks as one of the 2 most popular sections of the website.
- Unveiled 3 infographics on the NCH website designed to answer some of the most common questions those new to homeopathy ask us – namely ‘What is Homeopathy?’, ‘How to Use Homeopathy’, and ‘How to Pick the Right Potency’. These infographics quickly became incredibly popular with practitioners and home users alike.

Homeopathy Today Magazine – We continued to publish our acclaimed magazine, *Homeopathy Today*. A total of four issues were published in 2014.

- We also launched an official e-version of the magazine with the Spring 2014 issue. With this addition, the magazine can now easily be viewed on tablets, smartphones, and computers.

E-Newsletter – In 2014, we opened up our monthly newsletter to the general public, increasing its circulation instantly by 60%. This continues to be an incredibly popular informational tool for novice and advanced homeopathic users alike.

Webinars – NCH launched a new series of webinars, sponsored by Hyland’s, called the Homeopathy Academy for Moms Webinar Series. We conducted 7 webinars as a part of this series in 2014 covering a wide range of acute topics, such as colds and flu; colic; homeopathy and pregnancy; earaches; and accidents and injuries. We are pleased to report that we reached +7,500 people during the inaugural year of this program (as of 12/31/14). All webinars from this series were recorded and are currently viewable to the general public as videos on the NCH YouTube channel.

Keep an eye out for these green call-out boxes throughout this report. In these boxes you will find just a few of the amazing stories we’ve heard from our NCH community over the last 40 years about how their lives have improved by using homeopathy. We’re thrilled to have had a hand in helping to educate so many people about using homeopathy at home and connecting them with skilled homeopathic practitioners.



New Puppy Brought Back to Life!

*One of my daughter's new pups grew "limp and very weak." The homeopathic vet suggested *Arsenicum album*. When I got to the puppy, she was near death. Twenty minutes after giving the *Arsenicum album*, the puppy started to rally. She made a full recovery and 10 years later she is still going strong!*

*J. Kingston
McKellar, Ontario Canada*

Social Media – Our social media presence continued to grow throughout 2014. We educated thousands of new people about the healing powers of homeopathy through all of our social media channels. Facebook continues to be our fastest growing social media site.

- Facebook Likes (as of 12/31/14): 32,235
- Total Facebook Impressions (FY 2014): +2 million
- Twitter Followers (as of 12/31/14): 2,556
- Hosted 3 Twitter parties with the Holistic Moms Network for a combined reach of +4 million impressions.

Outreach through Partnerships – We continued our partnerships with the Holistic Moms Network and the Integrative Healthcare Symposium in 2014. These partnerships give us access and exposure to thousands of new people and an opportunity for NCH to be an authoritative voice for homeopathy.

Advocacy – NCH represented homeopathy as a Partner for Health with the Integrative Healthcare Policy Consortium and co-sponsored a one-day symposium on the state of integrative healthcare in the US on September 29, 2014. Several NCH representatives attended the event and spoke with colleagues from across the integrative medicine spectrum about positioning homeopathy for greater acceptance and easier consumer access.

NCH 40th Anniversary – We celebrated NCH's 40th anniversary all year long in 2014 and were able to celebrate with members and other supporters in person at the 2014 annual membership meeting and with a sunset boat cruise near Long Beach, CA (both as part of the 2014 Joint American Homeopathic Conference).

IMPACT – Through the support of our donors, NCH was able to reach nearly 1 million people in 2014.

MEMBERSHIP & COMMUNITY SUPPORTERS

Membership breakdown by category:

- Individual: 82%
- Professional: 15%
- Organizational: 1%
- Life: 2%

Community Supporters – We increased the number of active NCH supporters by +40% (total of >12,000 constituents).

40 for 40 Campaign – We also conducted a '40 Members for 40 Years' membership giveaway campaign, which began in January 2014 and ran through October 2014. It was conducted primarily on social media, with a free membership winner drawn each week. This campaign was hugely successful and contributed significantly to an overall 40% increase in supporters in 2014.

Appendix and Baby Remain Intact

*When I was 20 weeks pregnant my husband took me to the hospital for radiating pain in my stomach. Diagnosis: I had appendicitis and my white blood cell count was very high. The doctors were surgery ready, but one of the risks involved was a miscarriage. After speaking with my homeopathic practitioner, I took one dose of *Bryonia 30c* and insisted on another blood test. The pain completely resided and my white blood cell count went down to normal. I left the hospital with a healthy appendix, no incisions, and an appreciation for my knowledge in homeopathy.*

*S. Rozenberg
New York, NY, USA*



National Center for Homeopathy 2014 Donors \$50+

10,000+

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No More Bladder Infections

After suffering for 12 years from chronic bladder infections, despite a full-time low dose of antibiotics, I decided to try a dose of homeopathy. My homeopath gave me one dose of Sulphur and I have been free of infections for over 30 years. The acne on my face also cleared up for the first time since I was a teenager. My system was too acidic and the correct remedy cleared up many issues at once!

*S. Wilkinson
Commerce Township, MI, USA*

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No C-Section Necessary

As her delivery date approached, my daughter's uterus was not thinning as quickly as her doctor would have liked. He was prepared to admit her and start her labor using Pitocin®. Just before being admitted, however, I referred to a book by a midwife who uses homeopathy for deliveries and learned that Caulophyllum is used to get the body ready for delivery and to keep labor progressing. They admitted her the night before the pitocin was to start and she went into labor at 2am on her own and progressed very steadily. Her delivery was 9 hours from start to finish and she avoided a C-section.

*S. Wilkinson
Commerce Township, MI, USA*

**National Center for Homeopathy
Financial Statements and Independent Auditors' Report
December 31, 2014**

INDEPENDENT AUDITORS' REPORT

To the Board of Directors
National Center for Homeopathy

We have audited the accompanying financial statements of the National Center for Homeopathy (NCH), which comprise the statement of financial position as of December 31, 2014, the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform an audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**National Center for Homeopathy
Financial Statements and Independent Auditors' Report
December 31, 2014**

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of NCH as of December 31, 2014, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Rogers + Company PLLC

Vienna, Virginia
April 30, 2015

**ROGERS
& COMPANY**

Rogers & Company PLLC
Certified Public Accountants

8300 Boone Boulevard
Suite 600
Vienna, Virginia 22182

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**National Center for Homeopathy
Statement of Financial Position
December 31, 2014**

Assets

Cash and cash equivalents	\$ 144,260
Accounts receivable	6,063
Investments	1,429,611
Prepaid expenses	29,705
	29,705

Total assets	\$ 1,609,639
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Liabilities and Net Assets

Liabilities

Accounts payable	\$ 56,734
Deferred revenue	124,814
	124,814

Total liabilities	181,548
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Net Assets

Unrestricted	571,971
Temporarily restricted	356,120
Permanently restricted	500,000
	500,000

Total net assets	1,428,091
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Total liabilities and net assets	\$ 1,609,639
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National Center for Homeopathy
Statement of Activities
For the Year Ended December 31, 2014

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue and Support				
Contributions	\$ 196,257	\$ -	\$ -	\$ 196,257
Annual conference	141,617	-	-	141,617
Memberships	203,533	-	-	203,533
Publications	13,280	-	-	13,280
Education	1,450	-	-	1,450
Investment income	40,687	76,548	-	117,235
Miscellaneous	386	-	-	386
Net assets released from restrictions	33,079	(33,079)	-	-
Total revenue and support	630,289	43,469	-	673,758
Expenses				
Program services:				
Annual conference	171,185	-	-	171,185
Membership	107,075	-	-	107,075
Programs and education	98,952	-	-	98,952
Publications	125,856	-	-	125,856
Total program services	503,068	-	-	503,068
Management and general:				
General and administration	81,443	-	-	81,443
Fundraising	86,836	-	-	86,836
Total management and general	168,279	-	-	168,279
Total expenses	671,347	-	-	671,347
Change in Net Assets	(41,058)	43,469	-	2,411
Net Assets, beginning of year	613,029	312,651	500,000	1,425,680
Net Assets, end of year	\$ 571,971	\$ 356,120	\$ 500,000	\$ 1,428,091

**National Center for Homeopathy
Statement of Cash Flows
For the Year Ended December 31, 2014**

Cash Flows from Operating Activities	
Change in net assets	\$ 2,411
Adjustments to reconcile change in net assets to net cash used in operating activities:	
Realized and unrealized gains on investments	(98,591)
Change in operating assets and liabilities:	
(Increase) decrease in:	
Accounts receivable	6,297
Prepaid expenses	(17,362)
Increase (decrease) in:	
Accounts payable	32,449
Deferred revenue	(6,980)
	<hr/>
Net cash used in operating activities	(81,776)
Cash Flows from Investing Activities	
Proceeds from sale of investments	118,500
Purchases of investments	(4,500)
	<hr/>
Net cash provided by investing activities	114,000
	<hr/>
Net Increase in Cash and Cash Equivalents	32,224
Cash and Cash Equivalents, beginning of year	<hr/> 112,036
Cash and Cash Equivalents, end of year	<hr/> <hr/> \$ 144,260

National Center for Homeopathy
Notes to Financial Statements
December 31, 2014

1. Nature of Operations

The National Center for Homeopathy (NCH) is a not-for-profit organization incorporated under the laws of the District of Columbia in 1974 for the purpose of promoting health by making homeopathy accessible to everyone through information, education, coordination, and leadership.

2. Summary of Significant Accounting Policies

Basis of Accounting and Presentation

The financial statements are prepared on the accrual basis of accounting. Net assets are reported based on the presence or absence of donor-imposed restrictions, as follows:

- *Unrestricted net assets* represent funds that are not subject to donor-imposed stipulations and are available for support of NCH's general operations.
- *Temporarily restricted net assets* represent funds subject to donor-imposed restrictions that are met either by actions of NCH or through the passage of time.
- *Permanently restricted net assets* represent funds in which the principal must be held in perpetuity, while the earnings may be available for general operations or restricted purposes imposed by the donors.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

Cash Equivalents

NCH considers as cash equivalents all highly liquid investments, which can be converted into known amounts of cash and have a maturity period of 90 days or less at the time of purchase. Excluded from this definition are cash equivalents held in NCH's investment portfolio, which are included as a component of investments.

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2. Summary of Significant Accounting Policies (continued)

Subsequent Events

In preparing these financial statements, NCH has evaluated events and transactions for potential recognition or disclosure through April 30, 2015, the date the financial statements were available to be issued.

3. Concentrations of Credit Risk

Financial instruments that potentially subject NCH to significant concentrations consist of cash and cash equivalents, and investments. NCH maintains cash deposit and transaction accounts, along with investments, with various financial institutions and these values, from time to time, exceed insurable limits under the Federal Depository Insurance Corporation (FDIC) and Securities Investor Protection Corporation (SIPC). NCH has not experienced any credit losses on its cash and cash equivalents, and investments to date as it relates to FDIC and SIPC insurance limits. Management periodically assesses the financial condition of these financial institutions and believes that the risk of any credit loss is minimal.

4. Investments and Fair Value Measurements

NCH follows Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 820, *Fair Value Measurements and Disclosures*, for its financial assets. This standard establishes a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. Fair value measurement standards require an entity to maximize the use of observable inputs (such as quoted prices in active markets) and minimize the use of unobservable inputs (such as appraisals or other valuation techniques) to determine fair value. The categorization of a financial instrument within the hierarchy is based upon the pricing transparency of the instrument and does not necessarily correspond to the entity's perceived risk of that instrument.

The inputs used in measuring fair value are categorized into three levels. Level 1 inputs consist of unadjusted quoted prices in active markets for identical assets and liabilities and have the highest priority. Level 2 is based upon observable inputs other than quoted market prices, and Level 3 is based on unobservable inputs. Transfers between levels are recognized at the end of the reporting period.

In general, and where applicable, NCH uses quoted prices in active markets for identical assets to determine fair value. This pricing methodology applies to Level 1 investments.

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4. Investments and Fair Value Measurements (continued)

The following table presents NCH's fair value hierarchy for those investments measured on a recurring basis as of December 31, 2014:

	Level 1	Level 2	Level 3	Total
U.S. equities	\$ 1,254,422	\$ -	\$ -	\$ 1,254,422
Mutual funds – equity:				
Balanced funds	22,156	-	-	22,156
Mutual funds – fixed income:				
Corporate bonds	109,896	-	-	109,896
Corporate bonds	15,335	-	-	15,335
Money markets	27,802	-	-	27,802
Total investments	\$ 1,429,611	\$ -	\$ -	\$ 1,429,611

Investment income is comprised of the following for the year ended December 31, 2014:

Interest and dividends	\$ 18,644
Realized and unrealized gains	98,591
Total investment income	\$ 117,235

5. Temporarily Restricted Net Assets

Temporarily restricted net assets consist of the following at December 31, 2014:

Samuel A. Jones Scholarship Fund	\$ 220,796
Bauervic Fund	2,000
Unappropriated investment earnings on permanently restricted endowment	133,324
Total temporarily restricted net assets	\$ 356,120

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6. Endowment

The endowment consists of the Homeopathy Today Fund. The Homeopathy Today Fund was established in 2007 with a donor-restricted grant of \$500,000. The principal or corpus amount of \$500,000 must be retained permanently, and the income of the fund is available to support the publication of *Homeopathy Today*. Net assets associated with endowment funds are classified and reported based on the existence or absence of donor-imposed restrictions.

Interpretation of Relevant Law

The Board of Directors of NCH has interpreted the Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the presentation of the fair value of the original gift as of the gift date of the donor-restricted endowment funds, absent explicit donor stipulations to the contrary. As a result of this interpretation, NCH classifies as permanently restricted net assets (a) the original value of gifts donated to the permanent endowment, (b) the original value of subsequent gifts to the permanent endowment, and (c) accumulations to the permanent endowment made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added to the fund. The remaining portion of the donor-restricted endowment fund that is not classified in permanently restricted net assets is classified as temporarily restricted net assets until those amounts are appropriated for expenditure by NCH in a manner consistent with the standard of prudence prescribed by UPMIFA.

In accordance with UPMIFA, NCH considers the following factors in making a determination to appropriate or accumulate donor-restricted funds: (1) duration and preservation of the fund; (2) purposes of NCH and the donor-restricted endowment fund; (3) general economic conditions; (4) possible effect of inflation and deflation; (5) expected total return from income and the appreciation or depreciation of investments; (6) other resources of NCH; and (7) investment policies of NCH.

Return Objectives, Risk Parameters, and Strategies

NCH follows a conservative investment policy for endowment assets that attempts to preserve fully the original corpus and optimize returns. Should significant, new donations be made to the endowment assets, NCH's investment policy would permit a strategy of long term growth of the endowment assets. Under such a policy, the endowment assets would be invested in a manner that is intended to produce results exceeding major investment benchmarks while assuming a moderate level of risk.

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6. Endowment (continued)

Spending Policy and How the Investment Objectives Relate to Spending Policy

NCH has a policy of only spending the accumulated earnings on enhancements to further support the publication *Homeopathy Today*. NCH considers long-term expected returns on its endowment fund and the needs of NCH when establishing the policies.

Endowment net asset composition by type of fund was as follows at December 31, 2014:

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Donor-restricted endowment fund	<u>\$ -</u>	<u>\$ 133,324</u>	<u>\$ 500,000</u>	<u>\$ 633,324</u>

Changes in Endowment Net Assets

For the year ended December 31, 2014, changes in endowment net assets were as follows:

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Endowment funds, December 31, 2013	\$ -	\$ 99,129	\$ 500,000	\$ 599,129
Investment return:				
Interest and dividends	-	16,037	-	16,037
Realized and unrealized gains	-	47,370	-	47,370
Total investment return	-	63,407	-	63,407
Appropriation of assets expenditure	-	(29,212)	-	(29,212)
Endowment funds, December 31, 2014	<u>\$ -</u>	<u>\$ 133,324</u>	<u>\$ 500,000</u>	<u>\$ 633,324</u>

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6. Endowment (continued)

Funds with Deficiencies

From time to time, the fair value of assets associated with individual donor-restricted endowment funds may fall below the level that the donor or UPMIFA requires the organization to retain as a fund of perpetual duration. In accordance with accounting principles generally accepted in the United States of America, deficiencies of this nature would be reported by NCH in unrestricted net assets. There were no fund deficiencies for the year ended December 31, 2014.

7. Management Fees

NCH utilizes the services of a management firm, The Coulter Companies (“Coulter”). Management fees represent amounts paid to Coulter under the terms of an agreement for management services, office space, equipment, and other resources. Management fees totaled \$324,996 for the year ended December 31, 2014 and are allocated to program and supporting services as follows:

Annual conference	\$ 74,749
Membership	87,749
Programs and education	81,249
Publications	16,250
General and administration	29,249
Fundraising	<u>35,750</u>
Total management fee	<u><u>\$ 324,996</u></u>

8. Income Taxes

NCH is exempt from the payment of taxes on income other than net unrelated business income under Internal Revenue Code (IRC) Section 501(c)(3). At December 31, 2014, no tax provision was made as NCH had no unrelated business income.

Management has evaluated NCH’s tax positions and concluded that there are no significant uncertain tax positions that qualify for either recognition or disclosure in the accompanying financial statements.

NCH files forms 990 in the U.S. federal jurisdiction, and is generally no longer subject to examination by the Internal Revenue Service for years before 2011.