

2024 Annual Report Herpes Cure Advocacy

To promote the cure, treatment, and prevention of herpes infections



A Letter from Our Board

As we close another impactful year at Herpes Cure Advocacy, we reflect on the strides we've made and the challenges we continue to face in the fight for a herpes cure. This was an amazing year with unprecedented successes in the fight against herpes. We saw more progress in 2024 due to the work of Herpes Cure Advocacy than any time in the past 40 years. We have a new national herpes strategy, new tests in place at large laboratories and a renewed sense of commitment on research from the NIH. We look forward to further advances in 2025: Policies to make herpes reportable and advances in cures and treatments. Every dollar we get from donors goes directly towards our mission of ending herpes as a medical and public health problem. Together, we've raised awareness, supported research, and advocated for change to reduce stigma and health impacts.

Our mission remains clear: to empower those affected, foster understanding, and drive scientific breakthroughs. In the following pages, you will read about our efforts to expand educational resources, provide a platform for those living with the virus, and support cutting-edge research. Every story, every partnership, and every breakthrough we achieve brings us one step closer to fulfilling our vision of a world where herpes no longer defines lives or relationships

Looking ahead, we are optimistic and determined. The road may be long, but with your continued support, we are making a difference. Your unwavering support is the foundation upon which our advocacy stands, and we look forward to achieving even more in the coming year.

Thank you for your continued dedication to the cause, and for being part of the movement toward a herpes-free future.

With gratitude,

A handwritten signature in black ink, appearing to read "Jeffrey Klausner".

Jeffrey Klausner, MD, MPH
Herpes Cure Advocacy, Board President

Advocacy Highlights



In November 2024, the Office of the Assistant Secretary of Health (OASH) officially published an addendum to the National STI Strategy addressing herpes. This landmark policy highlights the government's commitment to advancing research, education, and treatment, marking a significant step forward in addressing herpes' public health impact.

OASH Adds HSV Addendum to STI National Strategic Plan

This addition to the National STI Strategy underscores the growing recognition of herpes' impact on public health and signals a positive shift toward more focused advocacy and resources dedicated to addressing the needs of those affected

Herpes Cure Advocacy (HCA) played a pivotal role in prompting the CDC to evaluate neonatal herpes as a nationally notifiable condition. This milestone could enhance surveillance, awareness, and targeted interventions. At the CDC STI National Conference, they provided valuable insights on the subject, emphasizing what goes into determining the urgency of addressing neonatal herpes as a public health priority. The efforts are poised to create lasting impact by ensuring that neonatal herpes receives the attention it deserves, potentially saving lives and improving outcomes for newborns.



CDC Evaluating Burden of Neonatal Herpes



GSK Grant Awarded to Herpes Cure Advocacy

Herpes Cure Advocacy is very pleased to announce that the organization was awarded grant funding from GSK to support its organizational capacity. This allowed the organization to hire a non-profit manager to handle administrative duties, write grants, and form partnerships with various companies and governmental agencies.

Supporting organizational capacity allows HCA to continue to advance its mission of eradicating the world of herpes simplex virus types 1 and 2 with professional resources.

We are pleased to share that we have been approved for a \$15,000 grant from Roche Diagnostics to support our awareness and educational initiatives from December 1, 2024, to November 30, 2025. This funding enables us to: develop educational materials about HSV diagnostics for multiple platforms, host a live virtual educational meeting on herpes diagnostic testing, and provide ongoing support to the patient community through groups, virtual consultations, and live assistance.

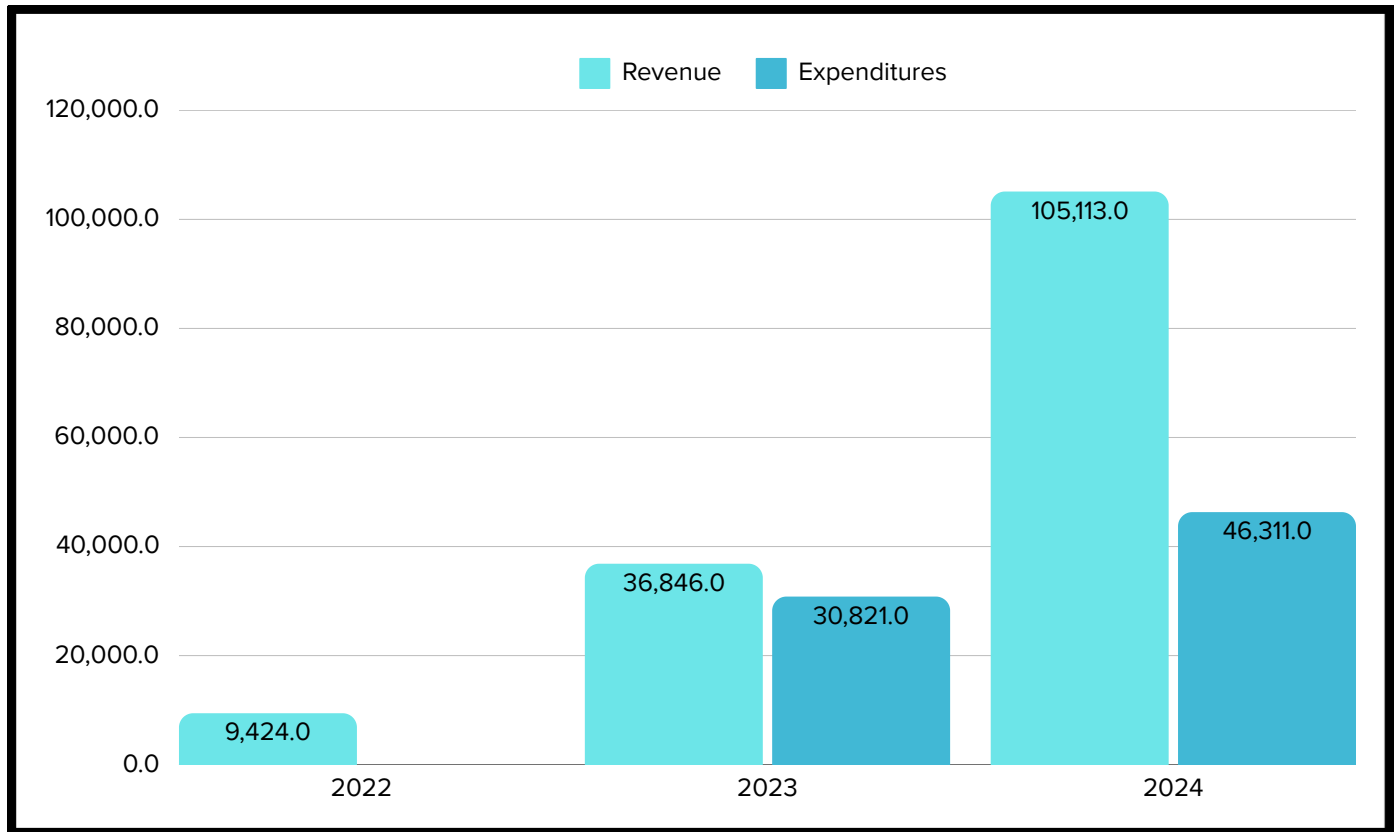
This grant is a vital step in our mission to educate and empower patients and professionals for better understanding and prevention strategies.



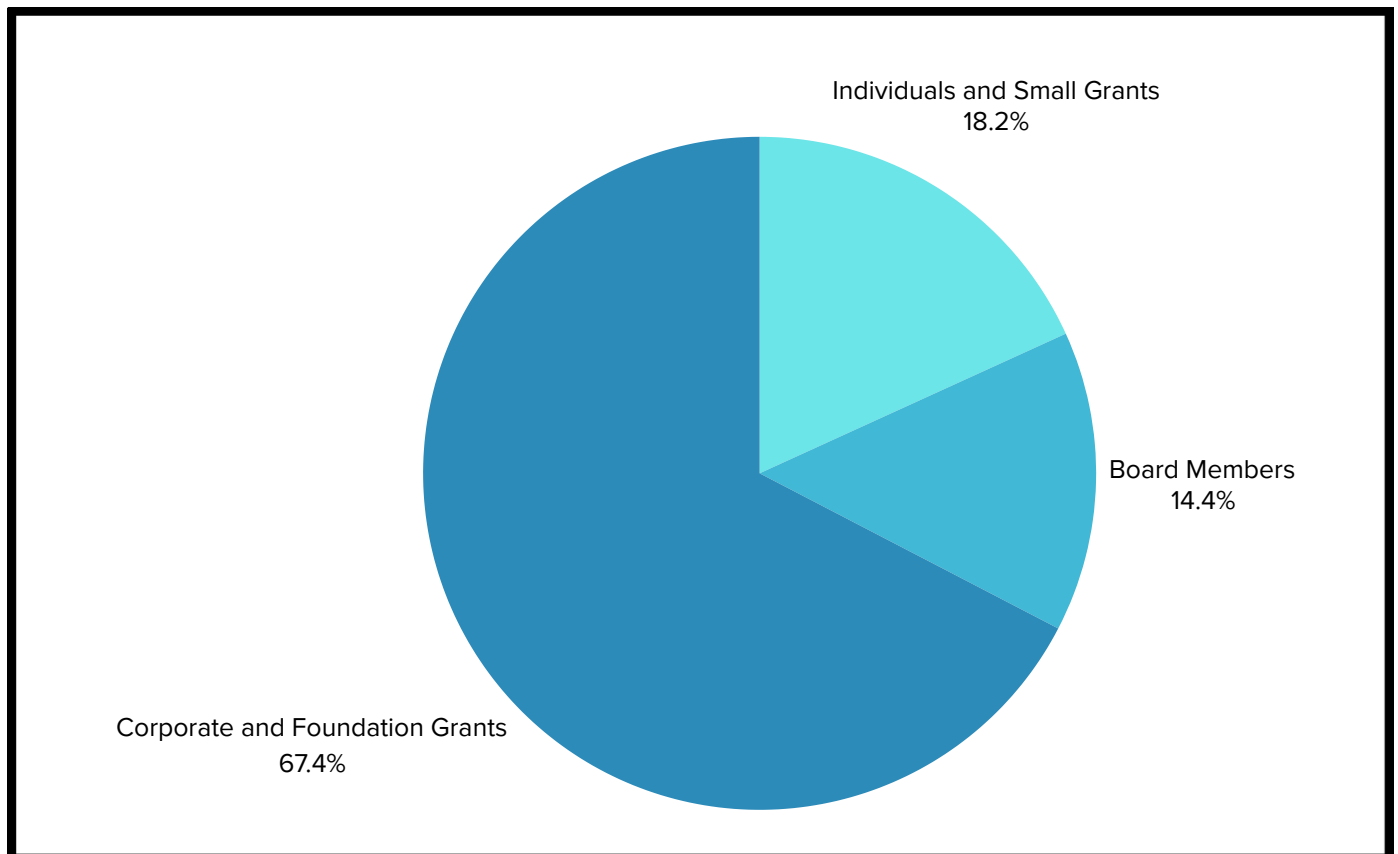
Roche Diagnostics Awards Grant to Herpes Cure Advocacy

Our Year in Numbers

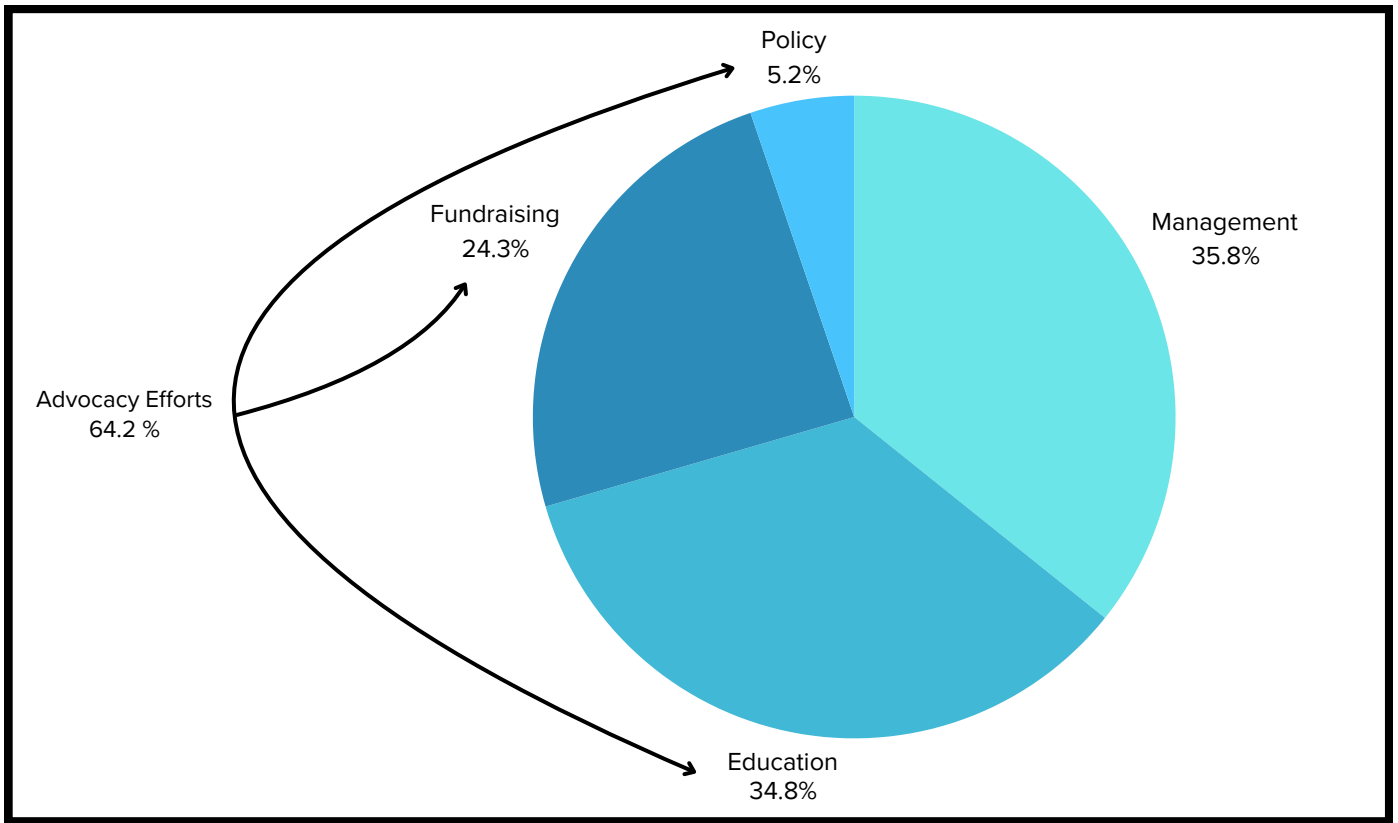
Financial Summary



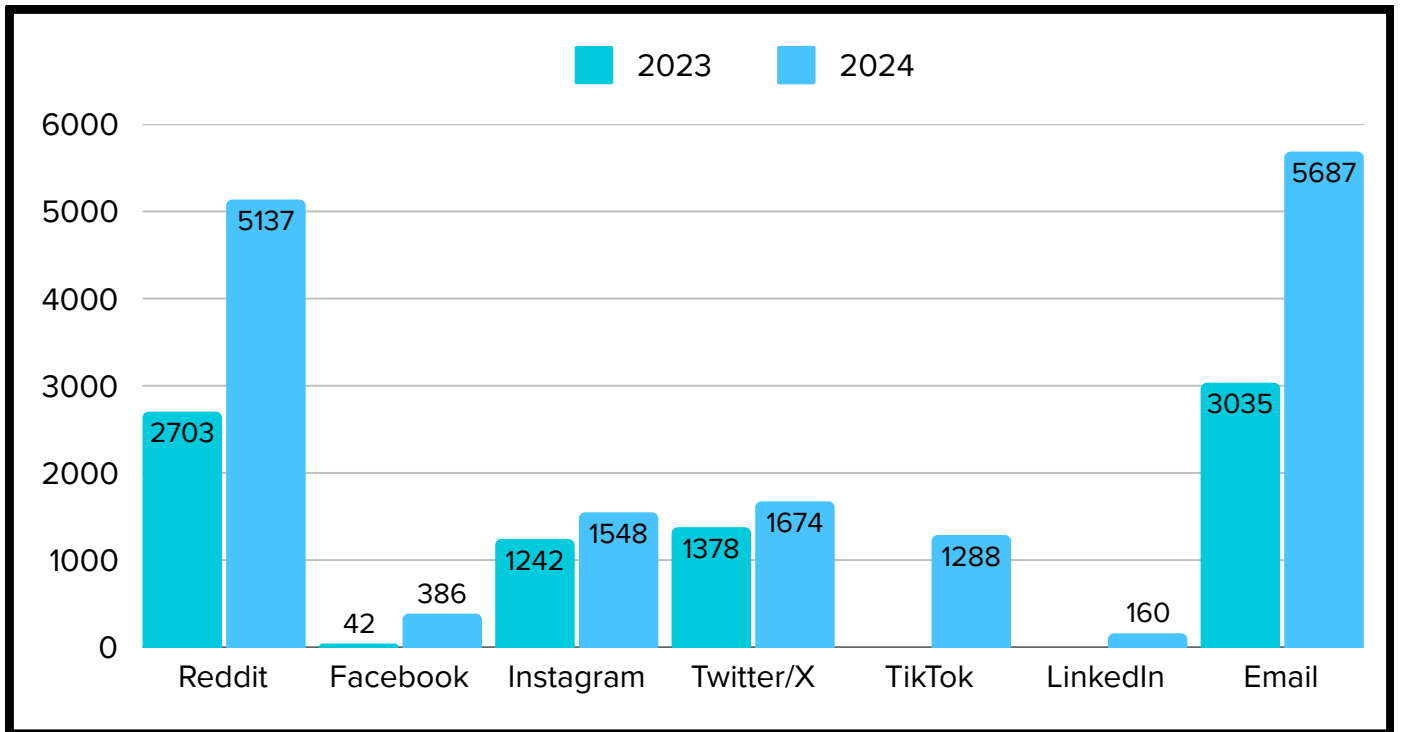
2024 Revenue Breakdown



2024 Expenditures Breakdown



Outreach Growth



**TikTok and LinkedIn accounts were created in 2024.*

Sustainability and Impact

Our Board of Directors

Our board consists of seven members, each bringing diverse backgrounds, experiences, and skill sets. Their invaluable insights and strategic guidance have been instrumental in driving our vision and fostering growth.



Executive Committee Efforts

Dr. Klausner, our Board President, has dedicated over 150 hours this year to advancing our mission. His efforts span fundraising, advocacy for neonatal herpes reporting, and promoting laboratory-based testing. He has engaged in federal leadership education, advocacy with elected officials, speaking engagements, epidemiologic research, partnership development, and board supervision—providing invaluable leadership across all areas.

As Vice President, Dr. Richwald brings invaluable expertise in STI and herpes research to our organization. He plays a key role in developing the annual budget and ensures organizational policies are current and effective in minimizing liability. His leadership strengthens our operations and strategic planning.

Nicole Hanley, our Treasurer/Secretary and a registered nurse, has been instrumental in leading monthly group counseling sessions, offering guidance and fostering a supportive community for those seeking help. Beyond counseling, Nicole liaises with our attorney on legal matters, ensuring compliance and proper follow-up. She works closely with Tara and Gary on financial oversight, including preparing the Treasurer's Report and assisting with vendor payments as needed. Her multifaceted contributions are vital to our organization's success.

Sustainability and Impact

Education Committee

Dr. Harris leads our education initiatives with dedication and expertise, contributing over 170 volunteer hours this year to enhance public education and awareness efforts. His work has been instrumental in broadening our outreach and impact.

Key Contributions:

- Designed and distributed a comprehensive survey to HCA members, gathering valuable insights to inform our educational efforts.
- Vetted and recruited expert speakers for educational talks, ensuring high-quality and impactful presentations.
- Drafted an abstract submission for a 2025 conference.
- Represented HCA by hosting an exhibit booth at the STI Conference in Washington, D.C., engaging with attendees and raising awareness.
- Collaborated on the fundraising committee to develop effective strategies.
- Met with the Baltimore Health Department to discuss the development of flyers and patient information materials, fostering collaboration and resource-sharing.

Finance and Development Committee

Fundraising is a cornerstone of any successful non-profit, and Dr. Delagrave plays a pivotal role as our Development and Fundraising Chairperson. He has dedicated over 250 hours to strengthening our fundraising efforts and expanding our capacity to support our mission.

Key Contributions:

- Serves as Chair of both the Development Committee and the Nominating Committee, driving strategic initiatives and leadership development.
- Represented our organization at two prestigious vaccine conferences: the World Vaccines Conference and the Vaccines Summit.
- Delivered an insightful presentation at the Vaccines Summit, highlighting advancements in HSV vaccine research.
- Presented an HSV Vaccines talk at the HCA virtual event during the CDC STI National Conference showcasing cutting-edge developments and advocacy for HSV vaccine innovation.

Sustainability and Impact

Marketing Committee

Karly serves as our dedicated Marketing and Membership Chairperson, contributing over 400 hours this year to advancing our mission. Through her leadership, Karly has significantly expanded our digital footprint, increasing our reach and impact within the community.

Key Contributions:

- Designed and distributed compelling monthly newsletters, fostering stronger communication and engagement with our audience.
- Developed and maintained a dynamic website event calendar, streamlining event planning and improving accessibility.
- Managed all social media platforms and the website, ensuring consistent branding and active community interaction.
- Produced the Life with Herpes social media series, creating an invaluable resource for education and community support.
- Organized and hosted quarterly advocacy town hall meetings, connecting with members and driving awareness for our cause.
- Created impactful marketing content that effectively promotes our goals and amplifies our message.
- Represented the organization by hosting a booth at the 2024 CDC STI National Conference, engaging with medical professionals and advocating for the mission of Herpes Cure Advocacy.

Milestones of the Year

This year, our efforts centered on building meaningful connections and fostering impactful conversations across diverse sectors. From engaging with elected representatives and public health officials to delivering educational webinars and launching new initiatives, we strived to advance awareness, education, and collaboration.

Key Milestones:

- 35 Website posts with education, news and announcements
- 23 educational webinars for professionals and patients
- 13 meetings with elected representatives
- 12 monthly group counseling sessions
- 9 meetings with public health officials
- 7 meetings with private industry partners
- 3 conference poster presentations
- 1 meeting with CSTE
- 1 new series of talks for the HVTN
- 1 new strategy for HSV from OASH

Looking Ahead: 2025 Goals

As we advance into 2025, our focus is on strategic growth and impactful initiatives to further our mission. Key priorities include:

Advocate for Neonatal Herpes as a Notifiable Disease: Continue efforts to make neonatal herpes a notifiable condition—an essential step toward establishing HSV as a reportable disease and enabling more effective public health interventions.

Enhance the CDC/STI Treatment Guidelines: Collaborate with stakeholders to ensure the CDC/STI Treatment Guidelines reflect the most accurate and up-to-date information, improving care standards and awareness.

Expand Educational Outreach: Broaden our impact by hosting educational events, speaking at prominent conferences, and fostering partnerships that amplify awareness and knowledge about HSV-related issues.

Double Fundraising Capacity: Redouble our fundraising efforts to fuel critical advocacy initiatives, develop new tools such as white papers and impact reports, and drive forward our mission for greater change.

Increase Mission Awareness: Strengthen our online presence and leverage strategic engagement opportunities to reach new audiences, diversify our supporter base, and elevate understanding of our cause across broader demographics.

With these goals, we are poised to expand our reach, engage more stakeholders, and amplify our impact in the coming year.

Contact Us

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