

# Picking Me Foundation ANNUAL REPORT // 2019

## Program Submissions



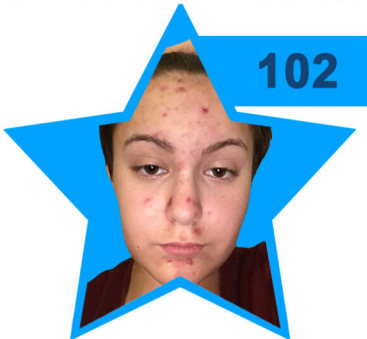
Drawing With Derma



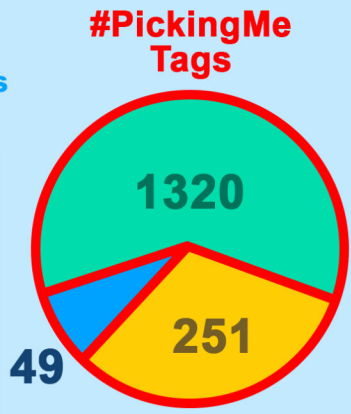
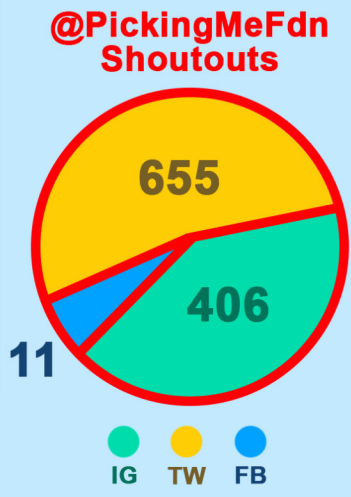
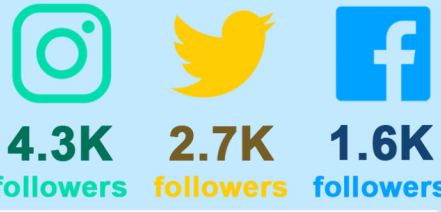
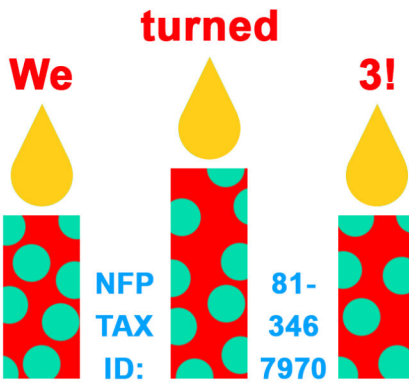
#WhatsWithYourSkin



#PickingMe Pledge



Share Your Story



"I found @pickingmefdn and I've been reading all their posts and articles and they gave me the strength to accept myself and look forward to better. #pickingme" -@chellewestt

## Product Collaborations



No More Couch Days



ClozTalk

"Picking Me Foundation has been so helpful in creating awareness for dermatillomania and creating a supportive community of people." -Elizabeth S.

## Chicago BFRB Support Group members



## "Skin Talk" Blog Posts



2019



Overall

## 2019 Highlights

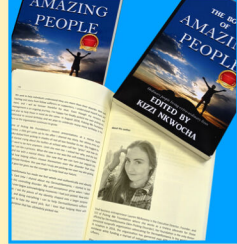
CEO Lauren McKeaneey won the "Unstoppable Spirit" award at TLC Fdn's annual BFRB conference.



We attended 6 events/expos to help spread Skin Picking awareness.



Lauren's story on why she began #PickingMe was published in The Book of Amazing People.



"I hug all my Skin Picking Disorder warriors and remind each and every one that we are precious and we will get better. Never be afraid of sharing your story. #PickingMe over #SkinPicking." -@lu\_mon\_fit2019

**PICKING ME**  
FOUNDATION  
pickingme.org

# Google



**18**  
5 Star Reviews



**100** fidgets tested  
**161** fidgets total



**30** Skin Care Strategies tested

*"Reading this log was so crazy to me because I've never known that other people feel the way I do."*  
-@thelotusproject\_

**51,713** website visitors in 2019

**3,470** email subscribers

*"This organization is an incredible non profit helping a niche of people who often get over looked. The people they help are getting specialized care. Such an incredible group that is bound to continue to grow!"* -Isabel D.

**15** sec  
National avg. time spent on a website

## Skin Picking Log Requests

**283** for 2019

**450** total

**Over 3000** Fiddle Packs sold and donated

**2** min, **48** sec  
Avg. time spent on pickingme.org

*"I am low income and am struggling with my dermatillomania and the Picking Me Foundation helped me get a fiddle kit at no cost to me. This kit had so much more than I could have hoped for. There is so many cool things I can use for me to deal with my anxiety and my destructive ways."* -Randi N.

Dermatologists received **Derma Resource Packs**



Skin Picking strugglers and supporters received **Promo Packs**



**28** interns to date

And sticker enthusiasts received, well, **stickers!**



**PICKING ME** FOUNDATION  
pickingme.org

Picking Me Foundation NFP is the only donor-supported nonprofit dedicated to advocating Dermatillomania (Skin Picking Disorder) for sufferers, supporters, and educational communities alike, encouraging individuals to choose themselves over the mental illness that chose them by #PickingMe over Skin Picking.

Done? Make an airplane!

