It all started with a tiny classified ad in a Portland, Ore. newspaper on Aug. 29, 1966, asking people with psoriasis to call Beverly Foster. Beverly’s husband placed the ad on her 30th birthday, hoping to find people she could talk with about her severe psoriasis.

Within a week, Beverly received more than 100 phone calls. She began organizing meetings and, in 1967, led the formation of the Psoriasis Society of Oregon. But a far greater mission soon beckoned; public ignorance about psoriasis was widespread and there was little money or interest in psoriasis research.

The National Psoriasis Foundation received its charter in October 1968, with the top priority of raising money for psoriasis research. Beverly and a group of dedicated volunteers, including a handful of physicians and researchers, got the Foundation running.

Today, the National Psoriasis Foundation is headquartered in Portland, Ore. In 40 years, the Foundation has grown from a small group of volunteers into the largest psoriasis patient advocacy organization and charitable funder of psoriatic disease research worldwide, providing help to more than 1 million people each year.

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About the National Psoriasis Foundation
The National Psoriasis Foundation is the world’s largest nonprofit organization serving people with psoriasis and psoriatic arthritis. Our mission is to find a cure for psoriasis and psoriatic arthritis and to eliminate their devastating effects through research, advocacy and education. For more information, call the Psoriasis Foundation, headquartered in Portland, Ore., at 800.723.9166, or visit www.psoriasis.org

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