

30  
years



**Annual Report 2016**

# PRESIDENT'S LETTER



## FROM OUR PRESIDENT & CEO



In July 2017, I was thrilled to join the Partnership as President and CEO, stepping in at a time of evolution for the organization, now focused on the entire family impacted by substance use and addiction.

For 30 years, the Partnership has been the forerunner in providing comprehensive resources to families, which includes our newly revamped website, [drugfree.org](http://drugfree.org), reaching 5 million families a year with the latest scientific information on substance use. We distill this into actionable tips and tools to help parents find solutions wherever their child falls on the addiction continuum. From identifying risk factors and intervening with early use to navigating the treatment system, we help families find answers and get help for their child.

Our parent coaching program, with more than 200 volunteers, makes up one of the most unique, compassionate and customizable programs available to families — 100 percent free of charge — thanks to our generous donors. [It connects parents to others who have “been there”](#) and can help them learn how to love their child through this health crisis and understand that “tough love” and “rock bottom” are not the only viable options to recovery.

I’ve been most humbled and proud to see the growth of [our national Parent Helpline](#) along with a new, online chat feature, which has connected more than 10,000 families to master’s level counselors who’ve helped them develop a plan to address their child’s substance use. Unlike traditional helplines which are typically crisis based, once parents speak with a clinician, they work with a trained parent coach for five sessions of one-on-one guidance. Our coaches hold a parent’s hand while they learn new skills to help themselves and their children. This is the only free program in the world which offers this service.

This is a commitment to families who are struggling with a child’s substance use that is second to none.

And not only has the Partnership changed, so has the substance use issue and the [conversation, language and advocacy](#) that surrounds it. Yet with 144 people now dying every single day in drug overdose-related deaths, urgency around today’s opioid crisis is more concerning than ever before.

As I step proudly into the role of President, I want to thank my friend and predecessor, Marcia Lee Taylor. She pressed the Partnership to look further and deeper through the lens of parents, and played a major role in bolstering our direct services for families, understanding that an empowered and informed patient and family has better outcomes.

I am excited to take the Partnership’s effective, evidence-based programs to scale by combining new digital technologies with our direct support services. In collaboration with our dedicated media partners who allow the message of hope to reach millions of families, we are ensuring that parents know that help exists. We are working with scientists, clinicians and champions in healthcare, law enforcement, business and government to ensure we are developing the highest quality services informed by everyone who touches the issue. But most of all, we do this empowered and emboldened by the voice and spirit of parents.

While we have accomplished a great deal, there is much more to be done. We need your help now more than ever in helping us build awareness and raise critical funds for the families we serve, as we continue to face the current epidemic. [We need individuals and corporate citizens to help us meet the needs of families](#) and to help us change the lives of a new generation, delivering resources in a way that no other organization can.

A handwritten signature in black ink, appearing to read 'Frederick Muench'. The signature is fluid and cursive, written over a light blue background.

[Frederick Muench, PhD](#)

# PROGRAM SUMMARY



# A 30-YEAR HISTORY OF AWARENESS, EDUCATION AND ACTION

## Reimagining an Iconic PSA to Honor our 30th Anniversary

To mark our **30th anniversary**, we launched a campaign that illustrates the evolution of the drug landscape, including the challenging questions parents get asked by their kids. The “**Fried Egg 2016**” campaign is a familiar nod to the Partnership’s iconic “Fried Egg” TV public service announcement (PSA) from the 1980s, but re-envisioned to reflect real obstacles facing parents today.

We remain focused on driving awareness through our PSAs, and we also recognize that families need direct service. That’s why we offer comprehensive resources online for parents at [drugfree.org](http://drugfree.org) and since 2010, a Parent Helpline for families to call for support and guidance.

As we enter our fourth decade, the Partnership is a place where families can find the information they need to understand today’s important health issues and get help for a child with a substance use disorder. We are not just helping address the difficult questions, we are helping parents and families find answers.

**THIS IS A BRAIN ON DRUGS.**

**ANY QUESTIONS**

**WHAT MAKES HEROIN SO ADDICTIVE?**

**WEED'S LEGAL, ISN'T IT?**

**PRESCRIPTION DRUGS AREN'T AS BAD AS STREET DRUGS, RIGHT?**

**MOM, DID YOU EVER TRY DRUGS?**

**KIDS HAVE QUESTIONS. PARENTS NEED ANSWERS. FIND THEM AT DRUGFREE.ORG**

**Partnership™**  
for Drug-Free Kids  
Where families find answers

The Partnership is a nonprofit, 501(c)(3) charitable organization.

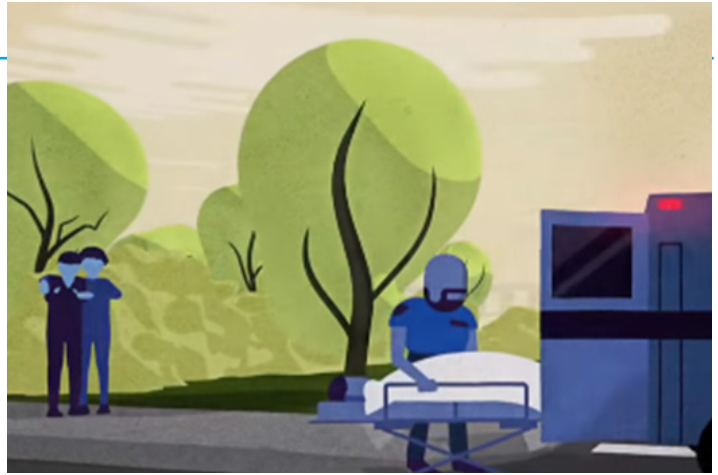
© Partnership for Drug-Free Kids

# HELP FOR FAMILIES AFFECTED BY THE OPIOID CRISIS

## Tools and Resources to Reverse the Epidemic

With funding and support from the High Intensity Drug Trafficking Areas (HIDTAs) in the eastern United States, we launched [Heroin and Other Opioids: From Understanding to Action](#), providing parents with information, support for their family and treatment resources for their loved one.

A [powerful, animated film](#), which became one of our most-viewed YouTube videos, explains how someone can go from prescription pain medicine misuse to heroin use and the devastation this public health crisis is having on our communities.



## Medication-Assisted Treatment Can Save Lives

Parents need to know that [medication-assisted treatment](#), in combination with therapy and other support, can help treat a loved one's opioid addiction. That is why it was important for us to update our medication-assisted treatment eBook to incorporate the medication Naltrexone/Vivitrol with [new videos](#) from experts such as Adam Bisaga, MD and Alicia Murray, DO.

## Healthcare Providers Critical to Turning the Tide

2016 marked the national launch of "Search and Rescue," our prescriber-education campaign developed in partnership with the Food and Drug Administration. Its goal is to equip prescribers to be pro-active in identifying patients at risk for prescription drug misuse and abuse.

At [searchandrescueusa.org](http://searchandrescueusa.org), prescribers can view educational videos and connect with a range of vital resources, including relevant Continuing Medical Education courses, the Centers for Disease Control and prevention guidelines on prescribing opioid medication for chronic pain and their state's Prescription Drug Monitoring Program.





## SPOTLIGHT ON

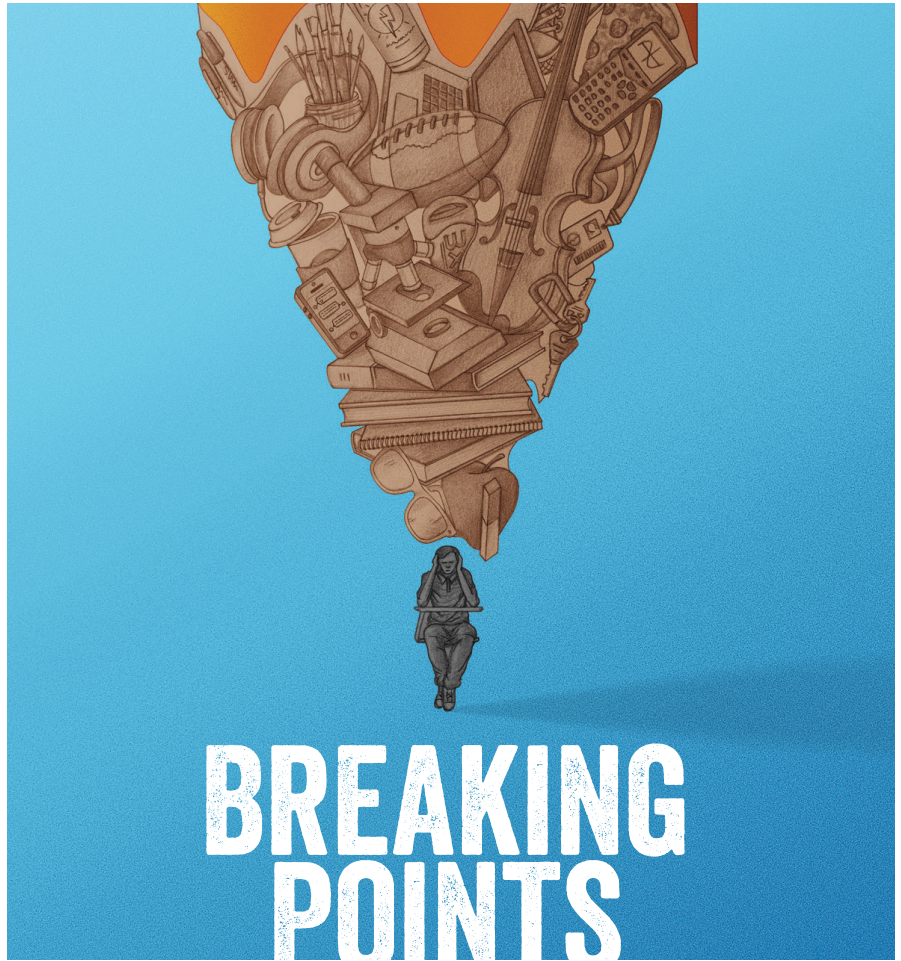
# HEARST television

The [National Association of Broadcasters](#) and the Partnership for Drug-Free Kids held a press conference in September to announce a nationwide campaign to address the country's opioid epidemic.

Hearst Television decided to take this one step further by not only running our PSAs, but also collaborating on a year-long multi-platform news and investigative series, "[State of Addiction](#)," examining the opioid issue. The series provides reports and analysis on many facets of the nation's opioid problem, including how it began, government action, treatment and how it has impacted families across the U.S.

Through our [local state alliances](#), we continue to assist Hearst stations in developing relevant monthly stories and connect audiences to our critical tools and resources for families.

All of us at the Partnership are grateful that Hearst has committed the resources to shed light on this epidemic and help save lives.



Our short documentary film [BREAKING POINTS](#) raised awareness about the stress that high school and college students experience and the unhealthy ways that many of them cope.

Exploring behavior that is becoming normalized among students — abusing prescription (Rx) medicines not prescribed to them, including Rx stimulants for Attention Deficit Hyperactivity Disorder (ADHD) — [BREAKING POINTS](#) includes candid perspectives from students, along with nationally recognized experts, challenging the misperceived “safety” and effectiveness of abusing Rx stimulants without a doctor's prescription.

The film rolled out through a series of screenings at Google's offices in California and New York, as well as other local events in Texas, Massachusetts and communities and schools across the country.

A dedicated [BREAKING POINTS website](#) provides access to the film, discussion guides and downloadable action sheets for schools and community organizations to host a screening and panel discussion around the film. The website also features extended interviews with experts from the film and provides shareable infographics with statistics on teen Rx medicine misuse and abuse, stress and anxiety.

# ADVOCACY AND ACTIVITIES AT THE NATION'S CAPITOL

## Representing Families in Washington, D.C.

*We are inspired by our parent volunteers and families, many of whom have lost children to addiction, or have sons or daughters in recovery, as they make their voices heard in the nation's capital.* The Partnership joined these parents and families throughout the year on Capitol Hill, working diligently to advocate for addiction reform, including speedy passage of the Comprehensive Addiction and Recovery Act (CARA) legislation and the necessary funding for prevention, treatment and recovery services.

Because of our combined advocacy efforts, CARA passed both the Senate and the House of Representatives and President Obama signed the Act into law in July 2016.



## Partnership Founder Tom Hedrick Named Champion of Change

*The White House recognized Tom Hedrick, one of the founding members of the Partnership for Drug-Free Kids, in April 2016.* Tom received the "Champions of Change for Advancing Prevention, Treatment and Recovery" honor for his leadership and tireless work on behalf of families.

"These champions, and incredible leaders like them around the country, don't do it for recognition — they do it to make a difference," said Michael Botticelli, Former Director of the Office of National Drug Control Policy.

"Addiction affects the entire family," said Partnership Parent Coach, Denise Mariano. "Thank you Tom Hedrick and Partnership for Drug-Free Kids for believing that families, can be and should be part of the solution."

## Surpassing Goals of White House Plan

One of the key elements of former President Obama's White House plan to address prescription drug abuse and heroin use was harnessing the broad-based support from media to bring awareness to this epidemic.

Many of our media partners committed more than \$20 million in time and space to this national effort, including ABC-owned TV stations, CBS Television Network, CafeMom, Google, Meredith, *The New York Times* and Turner Broadcasting. Our Medicine Abuse Project PSAs, running from November 2015 to October 2016, ***nearly doubled the commitment first announced in September 2015, with more than \$39 million in pro-bono media support.***





# FINANCIAL REPORTS



# 2016 FINANCIALS

*We value the support and generosity of our funders and spend dollars prudently*, with 99 percent of our overall expenses, including donated media (or 83 percent of operating expenses) going directly to programs. We leverage an \$6.8 million operating budget into \$100.8 million of contributed services, media time and space that help us reach millions of families.

## Measuring Effectiveness

We provide a formal report to our [board of directors](#) each year, where we assess our effectiveness in achieving our mission. In 2016, nearly 5 million families and individuals found the answers they needed to address teen substance use, and our bilingual master’s level counselors answered close to 3,600 calls to our Parent Helpline (1-855-DRUGFREE), offering support and counsel to families.

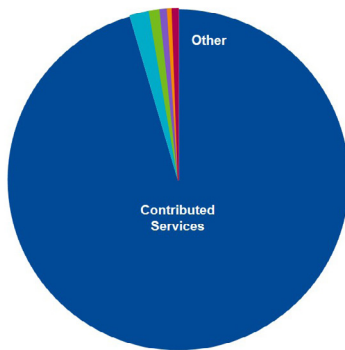
## Governance and Oversight

Partnership for Drug-Free Kids adheres to charity management and fundraising standards and consistently receives high marks from charity-monitoring and watchdog agencies like the Better Business Bureau’s (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer board of directors is engaged and independent, providing oversight over operations and staff.

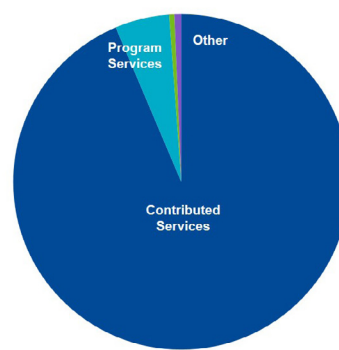
## Independent Audit

The firm of KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of audited statements and our annual 990 tax return, prepared by Grant Thornton LLP, can be viewed online at [drugfree.org](http://drugfree.org), or you can request a copy by calling 212-973-3503.

Revenue \$106M\*



Expenses \$108M\*\*



Corporate and Foundation	\$1.9M	Program Services	\$5.6M
Special Events	\$1.1M	Management and Administration	\$0.5M
Government Funding	\$0.7M	Fundraising	\$0.7M
Investments - Appreciation & Interest/Dividends	\$0.5M	<b>** Total Operating Expenses</b>	<b>\$6.8M</b>
Individuals/Alliances/Other	\$0.6M	Contributed Media Time, Space and Services	\$100.8M
<b>* Total Operating Revenues</b>	<b>\$4.7M</b>		
Contributed Media Time, Space and Services	\$100.8M		

**Audited Financial Statements as of December 31, 2016**  
**Net Assets Balance as of December 31, 2016: \$10.0 million**



# THANKS TO OUR DONORS

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## **Partnership for Drug-Free Kids also receives funding from these generous government agencies:**

Drug Enforcement Administration (DEA)  
Food and Drug Administration (FDA)  
Washington Baltimore High Intensity Drug Trafficking Area (HIDTA)

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