



2016

ANNUAL REPORT

HELPING KIDS GROW UP SAFE, HEALTHY AND DRUG FREE SINCE 1982.



Message From Our Board Chair



Dear Friends of Informed Families,

Thank you for the opportunity to serve as Chairman of the Board of Trustees of Informed Families. The important mission created thirty five years ago by Peggy Sapp and several other concerned parents “to keep kids safe, healthy and drug free” has inspired Informed Families to continue our work.

Despite current societal trends providing new challenges to carrying out our Mission, and whether you are for or against the legalization of medical marijuana, there is one undeniable fact upon which we can all agree: drug use of any kind is hazardous for children whose brains are still developing. Society as a whole has a responsibility to protect children from the possible use of drugs, including marijuana. We believe that any law that threatens our children from growing up in a safe, healthy, and drug free environment cannot be tolerated.

Our strength lies in integrating community, professionals and government organizations to communicate one message in meeting our shared responsibility to protect our children and to help them grow up in a safe, healthy and drug free environment. Informed Families’ four primary prevention programs - The Red Ribbon Campaign®, Safe Home Safe Parties®, Lock Your Meds® and Family Day all provide community connections and impactful educational materials for students, parents and educators.

The valuable programs that Informed Families provides cannot continue to be provided without direct community support. Our annual fundraising dinner at Joe’s Stone Crab Restaurant continues to be our primary source for raising discretionary funds. These are vital to the future of Informed Families.

Informed Families is about ensuring a good life for children. Its success depends upon the dedication of the people who commit their time, talent and treasure to our prevention programs. Thank you to each of you for your support.

Sincerely,

Neca Logan

Letter From The President



It's hard to believe we just completed Informed Families' 34th year of helping kids grow up safe, healthy and drug free. We have surely come a long way from six volunteers around a kitchen table! Now, with the success of our interactive, engaging and informative website, our monthly webinars and our new creative ways of gaining more participation like our text to pledge program, we are reaching parents across the State of Florida and beyond in the convenience of their own homes and workplaces.

We continue to reach caring parents, teachers and others at the local, statewide and national level, focusing on effective prevention, resulting in positive and healthy behaviors. We continue to be proud of our delivery of 5.6 million healthy messages through media although we know that true change requires not just awareness but understanding, acceptance and the desire to affect change. Our four universal prevention campaigns are designed to lead families, schools and communities through that very process.

We directly reached more than 400,000 students and families through our prevention programs in 2016, but we have so many more people to reach and substance and alcohol abuse continue to devastate families every day. In fact, "public health officials have called the current opioid epidemic the worst drug crisis in American history, killing more than 33,000 people in 2015. Overdose deaths were nearly equal to the number of deaths from car crashes. In 2015, for the first time, deaths from heroin alone surpassed gun homicides" ("Inside a Killer Drug Epidemic: A Look at America's Opioid Crisis," 1/6/17. New York Times). Devastating news like this reminds us that we cannot relent in our fight for our children's safety. We also cannot wait for someone else to fix the problem; the solution requires that all of us come together.

Informed Families looks forward to working together with you in 2017 to help kids grow up safe, healthy and drug free because our children have the right to grow up drug free—and all of us, including you—must take action to make this happen...right here, right now.

Sincerely,

Peggy B. Sapp

Our 2016 Board Leadership Team

Our Mission: Helping kids grow up safe, healthy & drug free

Our Vision: To be the most recognized prevention resource supporting & connecting families in the State of Florida

Our Goals:

- Developing a prevention safety net for children and parents
- Reducing underage drinking and drug use through education and parent involvement
- Creating environmental change by disseminating healthy messages
- Building The Parent Network to educate, empower and connect parents

Officers:



H. Eugene Lindsey, Esq.
Chairman



James Cusack, Esq.
Vice Chairman



Maria Baluja
Secretary



Patty Dee
Treasurer



Neca Logan
Past Chairman



Peggy B. Sapp
President & CEO

Executive Committee

Deborah Montilla; Dally M. Pelaez, MDCPS

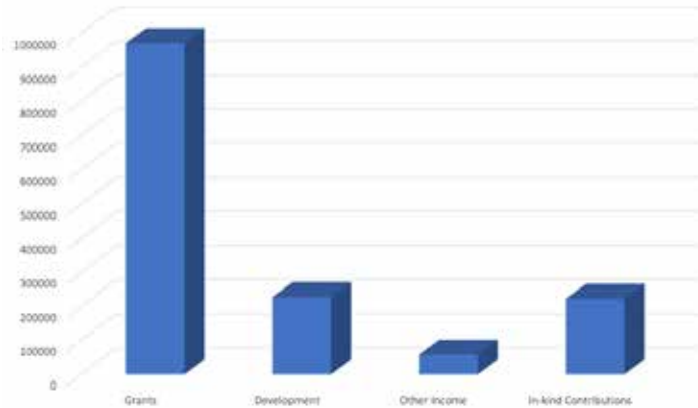
Trustees

David Altshuler, M.S.; Allison Banks Cohen; Pat Barton; Calvina Fay; Simone Knight

2016 Financials

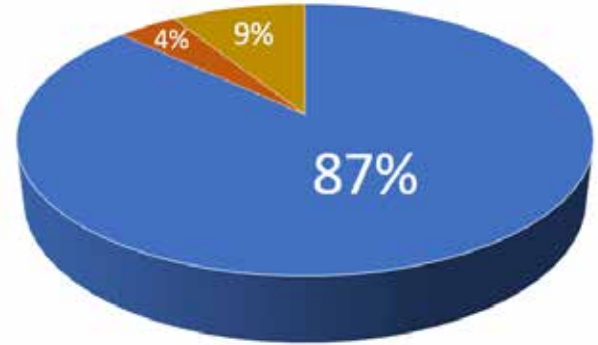
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Where Our Resources Came From



Grants	\$970,037
Development	\$225,676
Other income	\$56,892
In-kind contributions	\$220,541
Total	\$1,473,146

Where Our Resources Went



Programs	\$1,272,437
Administration	\$64,599
Development	\$123,189
Total	\$1,460,225



FOUR CAMPAIGNS

Family Day®
September



Red Ribbon Week®
October 23-31



Lock Your Meds®
January-February



Safe Homes Smart Parties®
March-May



FOUR MEASURES FOR SUCCESS

Universal | Outreach | Participation | Engagement

2016 Accomplishments

7



Red Ribbon Week – Each year, all 4,200 public schools in Florida receive Informed Families' Red Ribbon message and an invitation to participate. An estimated 90% of schools take part in Red Ribbon Week.

Family Day inspired an estimated 344,000 students and their families to eat dinner together to help prevent future drug use.

*"One parent told me her son came home [from school] and said, 'You know if you eat dinner with me I am less likely to use drugs.' The students do listen [about Family Day] and take the message home."
Laura Estes, Cope Center South*

Lock Your Meds reached over 320,000 students and their families in schools and an estimated 1 million individuals at Publix Pharmacy stores with a prescription drug prevention message.

Safe Homes, Smart Parties helped prevent unthinkable tragedies resulting from Springtime celebrations, reaching over 300,000 students and their families.

*"The 4 campaigns allow for students and parents to be educated and reminded of the importance of making healthy choices, etc. These campaigns bring unity and fun activities while educating all parties involved."
Susan De Leon, Ruth K Broad K-8 Center, Miami-Dade County*

2016 Accomplishments

Measuring the effectiveness of PREVENTION MESSAGES is extremely difficult with different metrics in different fields. Advertising and marketing measure who and how many people receive the message, as businesses recognize the value of getting eyes and ears on their brand. The public health field tracks whether people receive the message, but the ultimate goal is to know if the person receiving the message changed a behavior as a result of the message. Drug use increases as perception of risk decreases and drugs become more available. We are tracking these measurements and it is clear that the problem is getting worse.

Informed Families melds the best measurement tools from business, advertising and public health to create an effective prevention measurement and delivery system for drug prevention messages.

The world is changing rapidly and people receive information quite differently today than in the past. Newspaper readership is down with mostly a Baby Boomer demographic, while Generation X uses computers and Millennials turn to their smart phones as their primary source of news and information. Although building a prevention measurement and delivery system to reach across demographic and generational lines on different platforms is a challenge, we realize that high tech messaging alone will not achieve our goals. Thus, to meet our long-term prevention objectives we link High Tech to High Touch.



2016 Accomplishments

9

HIGH TECH

There has been a major paradigm shift in marketing and messaging for the field of prevention. In the last three years, Informed Families has utilized the Hubspot Customer Relationship Management (CRM) system. This allows our customers to change and modify the prevention messages to suit their needs and preferences.

We have maximized the effectiveness of the Hubspot CRM by using smart content to customize message delivery and inspire more participation. We support, track and regularly modify our efforts to recruit, nurture and engage ambassadors who deliver our messages to 745,000 students and families in schools and communities across Florida.

The **US Department of Health and Human Services** and the **National Institute of Drug Abuse** advocate for effective prevention of substance use and abuse by children and youth as it yields tremendous savings in social and medical costs. According to these agencies, for every dollar invested in prevention, there is a \$7 return on investment (ROI) in long-term savings on treatment costs.



In 2016, Informed Families' ROI was 700% or \$5,250,000 (\$750,000 invested X \$7).

2016 Accomplishments

HIGH TOUCH

The High Touch focus for the last three years has been the recruitment, training and nurturing of Ambassadors in every County in Florida. All 67 FLORIDA COUNTIES have Informed Families Ambassadors! Our three regional program coordinators offer support, guidance and encouragement to Ambassadors and other valuable volunteers on the front lines in schools and communities across Florida. Ambassadors are trained online with effective animated videos funded by The Batchelor Foundation.



All schools in Florida are invited to participate in Red Ribbon Week, the oldest and largest drug prevention program in the nation, sponsored by Informed Families in Florida. An estimated 90% of schools in Florida participate in Red Ribbon Week. Our mission for 2017 is to convert schools that participate with Informed Families during Red Ribbon Week but don't currently have an Ambassador delivering all four Informed Families' prevention campaigns in their school.

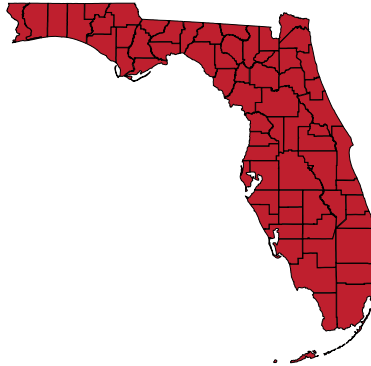
Another example of high touch is our ability to reach more than 1 million Floridians with a prescription drug abuse prevention message through our partnership with Publix Pharmacy stores to promote Lock Your Meds in 673 pharmacies across Florida.

In 2016, we reached 745,000 families by recruiting and equipping Ambassadors in 297 schools to deliver Informed Families' four Campaigns. Through our overall outreach and education strategies, we reached 4.6 million people statewide. **In 2016, the ROI for 307 community- and 338 school-based volunteer Ambassadors was a total of 142% or \$1,063,047 in-kind contribution of time.**

Counties 67

11

Informed Families Prevention Ambassadors are in 100% of Florida Counties accessing students in both private and public education systems. Our 657 ambassadors across the State deliver prevention messages in these counties.



"These campaigns allowed our students to take an active role in spreading the prevention message. My students were eager to collect pledge cards, talk with parents, teachers and faculty about the campaign and why they were supporting it. We had a lot of fun and it was nice to have it all organized for us, all we had to do was order the materials. We loved every minute of it."

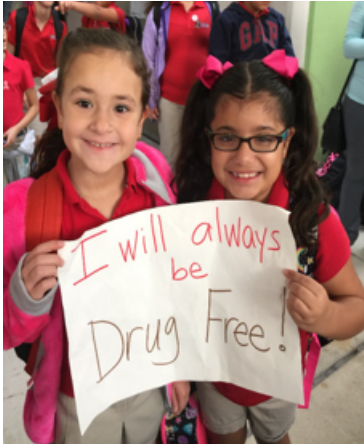
- Anne Lewis, Baker County

"I love Informed Families' programs. I think Informed Families has really good, solid prevention campaigns that could or should be utilized by anyone in a position to disseminate them. Whether someone is new to the field and seeking a way to understand and promote prevention or if they are looking to augment what they are already doing, these are great resources."

- Dr. Jessica Spencer, Prevention Specialist

Our Ambassadors

*Our Prevention Ambassador program deliver
Informed Families prevention toolkits in their local schools and communities.*



"I like promoting these campaigns because it raises awareness on important topics. We often see celebrities doing drugs. They may not be intending to say, 'I think you should do it too,' but it may come off that way. I don't want my friends to become statistics."

**- Malik Williams, sophomore & SAFE Student Ambassador
Apopka High School**



"I think the Ambassador Program is wonderful and the people are really helpful and friendly," said Wing. "Whenever I have questions, Christine Stilwell is a lifesaver. All of the print materials and online resources are awesome. I've learned so much, not just as an ambassador, but as a parent. I feel by participating, I am making this world a better place."

**- Wing Isom, PTA President
Goldsboro Elementary School
Seminole County**

Students 1.4 Million

Through our 4 Prevention Campaigns, we were able to directly communicate with students and educators; fulfilling our mission to raise safe, healthy and drug-free children.



"The 4 campaigns allow for students and parents to be educated and reminded of the importance of making healthy choices, etc. These campaigns bring unity and fun activities while educating all parties involved."

- Susan De Leon
Ruth K Broad K-8 Center, Miami-Dade County

Student volunteer **Kevin Douglas** says that he likes to prevent other teenagers from using drugs because he grew up around drugs. "Seeing it firsthand, seeing people doing it, it just doesn't make sense," says Douglas. "I've seen the damage it causes. Plenty of times, I've been offered drugs and alcohol - especially at parties. I say, 'no, I'm good... it's not for me.'"

Parents

610,000

Prevention starts with the decision to help kids grow up safe, healthy and drug-free. We help parents increase protective factors and reduce risk factors.

FACT: A decade of research shows that involved parenting is the most important factor in preventing drug use and underage drinking among adolescents. Researchers found that by grade 12, adolescents with uninvolved parents drank alcohol almost twice as much and were 2 times more likely to smoke cigarettes as were adolescents with involved parents.



"Some students are excited to share how many times per week they eat with their families. I believe it really gets those that don't eat with their families wanting to start the tradition. One parent told me her son came home and said 'You know if you eat dinner with me, I am less likely to use drugs.' She shared that the students do listen and take the message home!" - Laura Estes



"As a parent, I have an obligation to make the wrong action difficult for my child and the correct action easier. There comes a point when you hope your child will make their choices wisely and consider what you have taught them about potential addiction and its consequences, but inside the home, a child should never have a choice to use prescription drugs that have been left unlocked and locking these medications up takes that choice out of the children/teens hands. Thank you so much for making all of us more aware of the tragedy that can await a family from inside the medicine cabinet." - Laura Allen-Tummon



Agency Metrics

5,600,000

Universal

Number of times our message was delivered through strategic media outreach and email communication

2,249,223

Outreach

Number of times our message was received via social media, website visits and opened emails

603,000

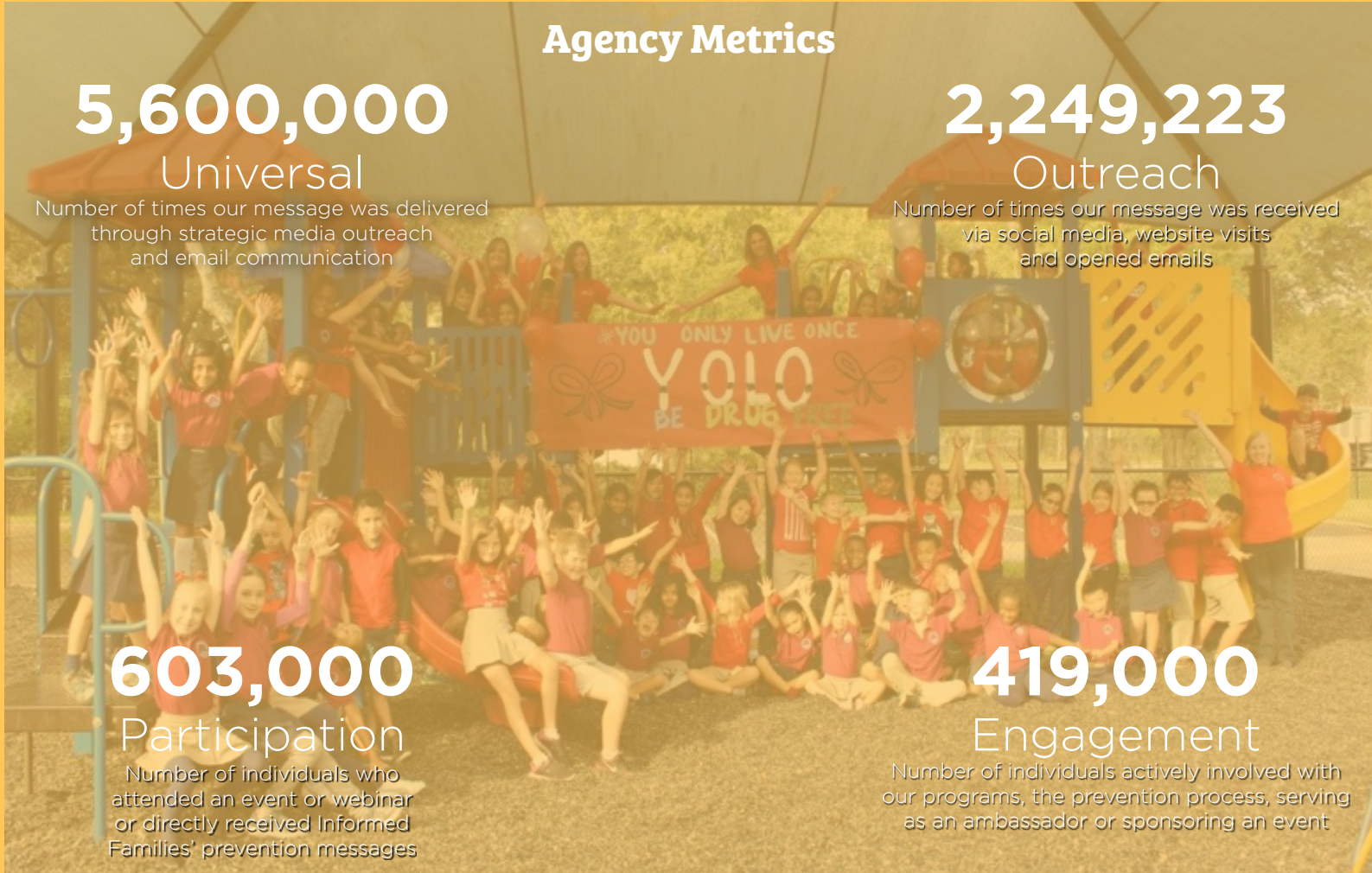
Participation

Number of individuals who attended an event or webinar or directly received Informed Families' prevention messages

419,000

Engagement

Number of individuals actively involved with our programs, the prevention process, serving as an ambassador or sponsoring an event



Thank You To Our Generous Funders

\$500,000+

State of Florida Department of Children and Families

\$100,000-\$499,000

Central Florida Cares Health System

\$20,000-\$99,000

The Batchelor Foundation
Senior Resource Alliance/State of Florida
Department of Elder Affairs - Orlando

\$10,000-\$15,000

Baptist Health South Florida
EWM Realty International/Christie's International
Real Estate
Health Foundation of South Florida

\$7,500-\$10,000

Gulliver Schools
Miami Shores Village Police

\$5,000-\$7,499

Avison Young/Michael Fay
Bermont Advisory Group
The Bermont/Carlin Group
Coral Gables Trust
Tammy & Butch Davis
Markham & Stein
Mead Family Foundation
Podhurst Orseck, P.A.
Woman's Relief Association

\$2,500-\$4,999

Justin Beckham/Tom Pennekamp
Chapman Webb Group
Mr. & Mrs. Louis Chiavacci
Codina Partners
Fowler White Burnett
The Garner Family Foundation
Pamela Garrison
The Goldsmith Family Foundation
Grossman Roth Yaffa Cohen
Commissioner Sally Heyman
John & Ivette Hofmann
JMH Development
Robert M. Levy & Associates

\$2,500-\$4,999

Neca Logan/Logan Corp
Jack & Natasha Lowell
Lubitz Financial/Ellen Oppenheimer
The Scott Lyons Foundation
Mercedes-Benz of Coral Gables/Cutler Bay
Charles O. Morgan, Jr., Esq./Chatlos Foundation
Orange County Coalition for Drug Free Community
Police Officers Asst Trust/Annette McCully
Andrea Sharp-Heuson/Linda Neider
Rick & Margarita Tonkinson
Jessie Trice Community Health Center
TUUCI
Whole Foods

\$1,000-\$2,499

Cobb Family Foundation
Joel & Mary Eaton
Robert Cole & Roderick Harvey
Roberto & Elena Jakubowicz
Joe's Stone Crab Restaurant
Eugene & Norma Lindsey
Sheldon & Cheri Rosenthal
Peggy B. Sapp
Verdeja, De Armas & Trujillo, LLP

Together, we can help kids grow up safe, healthy and drug free.

2016 Informed Families Staff

Peggy B. Sapp

President & CEO

Christine Stilwell

Statewide Program Director

Johannes Kukka

Director of Finance & Operations

David Williams, Jr.

Community Relations Director

Sharon Warner

Facilitator/Case Manager

Esther "Milly" Davila

Executive Administrative Assistant

Jorge Wood

Customer Service Coordinator

Diane King Payne

Program Assistant

Sergio Perez

Data & Website Manager

Melby Cortina

Accounting & H.R. Manager