Drug Free AMERICA Foundation, Inc.

2014 Annual Report

Sharing our Knowledge, Resources *and* Experience

Betty S. Sembler
Board Chair

Drug Free AMERICA Foundation, Inc.

Calvina Fay
Executive Director

Dear Friend,

The board of directors and staff of Drug Free America Foundation are deeply humbled by the outpouring of generous support that we received this past year to help us keep our state free of legalized marijuana under the guise of medicine. It is a strong testament to the power of each of you to influence those within your circle with your words, your actions, your leadership, and certainly, your financial support. Despite set-backs along the way, we stayed the course and prevailed. ***It was you who made the difference!***

Our mission could not have become a reality without the highest level of dedication and commitment by our many partners and supporters. Our 2014 annual report highlights both the relationships and the contributions by these amazing collaborators. We salute their *significant actions* in making our society safer and healthier for our families, our workplaces, and our communities. As you peruse this 2015 calendar, you will be reminded of our collective substantial impact during the past year.

Thank you for your loyal and generous support! We look forward to continuing our alliance in this important crusade.

Sincerely,

Betty S. Sembler

Betty S. Sembler
Board Chair

Calvina Fay

Calvina Fay
Executive Director

MISSION STATEMENT

Drug Free America Foundation, Inc. is a drug prevention and policy organization committed to developing, promoting and sustaining national and international policies and laws that will reduce illegal drug use and drug addiction.

Chair Emeritus
Ambassador Mel Sembler

President Emeritus
Walter Loebenburg

Board of Directors
Chair
Betty S. Sembler
President/Vice President
James W. Holton, Esq.
Treasurer
Mary Anne Reilly
Secretary
Judge Irene H. Sullivan (Ret.)
Legal Counsel
Sean Shaw, Esq.
Directors
Ronald E. Brooks
Kevin P. Kauffman
Stuart G. Lasher
Ana Navarro
Senator Patrick K. Neal
Scott Pinsker
Michael W. Schmidt
Speaker Will Weatherford
Daniel Zsido

Executive Director
Calvina Fay

Advisory Board
Robert Alfonso
Richard M. Baker, Esq.
Malcolm K. Beyer, Jr.
Columba Bush
Governor Jeb Bush
Robert L. DuPont, M.D.
Mary Evertz
T. Martin Fiorentino, Jr., Esq.
Joseph Garcia, Esq.
James Gills, M.D.
Brian Goff
Herbert Goldstein, Ph.D., ABPP
Alfred Hoffman, Jr.
William S. Jacobs, Jr., M.D.
Susan Latvala
Michele M. Leonhart
Ambassador Melvyn Levitsky
Daniel Lungren, Esq.
David M. Martin, Ph.D
Christy McCampbell
H. Lee Moffitt, Esq.
William Montgomery, Esq.
Lt. Governor Brad Owen
Tyler Payne
Steven A. Raymund
Rep. Darryl Ervin Rouson
D. Jay Snyder, Esq.
Karen P. Tandy
Alejandro Vassilaqui

Advisory Board (Cont.)
Ronald Weaver, Esq.
Khori Whittaker

Special Advisors
Ernst Aeschbach, M.D.
David G. Evans, Esq.
David A. Gross, M.D.
Stephanie Haynes
Eric Voth, M.D.

Goodwill Ambassador
Venice Maki

Drug Free AMERICA Foundation, Inc.

Drug Free America Foundation is a Non-Governmental Organization (NGO) in Special Consultative Status with the Economic and Social Council of the United Nations.

OUR DIVISIONS

The Institute on Global Drug Policy is an alliance of physicians, scientists, attorneys and drug specialists advocating public policies that curtail the use of illicit and misuse of licit drugs and alcohol.

The International Scientific and Medical Forum on Drug Abuse is a brain trust of the world's leading researchers involved in drug-related research and physicians concerned about the drug abuse problem. This group helps to dispel misinformation related to current drug issues in the media.

The International Task Force on Strategic Drug Policy is a network of professionals and community leaders who support and promote drug demand reduction principles, develop community coalitions and strive to advance communication and cooperation among non-governmental organizations who are working to stem illicit drugs and promote sound drug policy around the world.

The Drug Prevention Network of the Americas (DPNA) is a coalition of non-governmental organizations (NGOs) from North, Central and South America dedicated to the promotion of effective demand reduction programs and policies in the Americas through the exchange of information and the development of alliances among NGOs working toward the same goals.

Students Taking Action Not Drugs (STAND) is a growing, student focused movement to disseminate accurate, science-based drug information on campuses to promote awareness among students.

National Drug-Free Workplace Alliance (NDWA) is a national network dedicated to the prevention of substance abuse in the workplace. NDWA has a two-fold mission – to directly assist small businesses in the state of Florida in establishing comprehensive drug free workplace programs and to support a national coalition of drug free workplace service providers

Institute On Global Drug Policy

International Scientific and Medical Forum on Drug Abuse

International Task Force on Strategic Drug Policy

DPNA

STAND Students Taking Action Not Drugs

National Drug-Free Workplace Alliance

TOP ACHIEVEMENTS OF 2014

- Provided leading-edge drug policy and prevention training to stakeholders nationwide.
- Engaged citizens of all ages in drug prevention activities on a local, state and national level.
- Promoted youth led anti-drug activism and networking through thought-provoking campaigns, events and contests.
- Led the charge on educating community members and policymakers about the impacts of marijuana legalization.
- Forged partnerships and mobilized communities on drug issues.
- Provided an effective strategic roadmap on successful advocacy efforts to our partners and key community leaders.
- Helped reduce drug use in the workplace by helping small businesses implement comprehensive drug-free workplace programs and training.
- Delivered consistent, effective, science-based research findings to the international community to bridge drug policy disparity between countries.
- Developed vital anti-drug resources for coalitions, partners, communities, employers and lawmakers.
- Built relationships with visionaries to affect positive policy change for future generations.

THE FLORIDA SHERIFFS ASSOCIATION (FSA)

In a joint effort to preserve public safety, DFAF and FSA:

- **Embarked on a statewide grassroots advocacy campaign entitled, *Don't Let Florida Go To Pot.***
- **Engaged over 150 sheriffs, coalitions and businesses who joined the campaign.**
- **Enlisted grassroots regional directors to spread the word about the campaign.**
- **Recruited various business industry leaders, representatives of the Florida Chamber of Commerce and officials at the Flordia Attorney General's Office to support our campaign.**
- **Engaged the faith-based community and the faith-based media.**
- **Distributed campaign materials at conferences, events, rallies, summits and forums throughout Florida, such as the *Central Florida HIDTA Conference, Spiritual Growth Conference, Preventing Abuse Conference, Pinellas County Judicial Forum* and the *Pinellas County NOPE Vigil.***
- **Presented at the Orlando *Smart Approaches to Marijuana Conference* to 200 attendees.**
- **Conducted press conferences and other media interviews, webinars and tele-town hall meetings.**

MARCH 2015

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8 Daylight Saving Time Begins	9	10	11	12	13	14
15	16	17 Saint Patrick's Day	18	19	20 First Day of Spring	21
22	23	24	25	26	27	28
29 Palm Sunday	30	31				

Drug Free AMERICA Foundation, Inc.

NOTES:

APRIL 2015

			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FLORIDA COALITIONS

The Florida prevention coalitions furthered our drug prevention efforts through these accomplishments:

- **Established a youth commission that hosted meetings attended by youth from Pinellas, Pasco, Hillsborough and Manatee counties.**
- **Launched a youth campaign, *Don't Roll Up, Roll Out: Florida Youth Keeping it Real About Marijuana*.**
- **Engaged Florida youth through a poster contest promoted by Florida's Suncoast region coalitions. Entries were displayed during the holidays as a special exhibition at the St. Petersburg Museum of Fine Arts.**
- **Co-Sponsored the 5th Annual *Own the Up Side Drug Summit* with over 100 attendees.**
- **Supported our 2nd Annual 2-day *Drug Summit* in Tampa, Florida where there were approximately 380 coalition members, community members and students on the impacts of marijuana and prescription drug abuse.**
- **Supported our *Drug Free Workplace Summit*.**
- **Conducted monthly strategic Marijuana Taskforce meetings.**
- **Exhibited and distributed anti-drug materials at various events in Florida.**

APRIL 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1 April Fool's Day	2	3 Good Friday	4 Passover
5 Easter	6	7	8	9	10	11
12	13	14	15 Tax Day	16	17	18
19	20	21	22 Earth Day Administrative Professionals' Day	23	24 Arbor Day	25
26	27	28	29	30		

Drug Free AMERICA Foundation, Inc.

NOTES:

MAY 2015

					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

BUSINESS PARTNERS

Our relationships with various businesses have afforded us the ability to host educational events. These businesses have:

- **Sponsored our "Drugs Are Nasty" program at Pinellas County elementary schools courtesy of Alpha Pro Solutions. We educated nearly 1500 students about the dangers of drugs.**
- **Sponsored our *Drug Free Workplace Summit*. Our sponsors included Aegis Sciences Corporation, University of Florida Health, Alpha Pro Solutions, Odiorne Insurance Agency, and Turning Point of Tampa Bay, Inc.**
- **Promoted our *Students Taking Action Not Drugs (STAND)* poster contest to HealthCorps students from 62 high schools nationwide. The winning entries were featured as the STAND spring campaign resulting in our website receiving over 21,000 page views and 9,300 unique visitors.**
- **Provided opportunities to present on the impacts of marijuana use to business industry associations such as various chapters of the Florida Electrical Council and Refrigeration and Air Conditioning Associations as well as the Florida Trucking Association.**
- **Supported our *Don't Let Florida Go to Pot* campaign efforts.**

MAY 2015

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 Cinco De Mayo National Teacher Day	6 National Nurses Day	7 National Day of Prayer	8	9
10 Mother's Day	11	12	13	14	15	16 Armed Forces Day
17	18	19	20	21	22	23
24 31	25 Memorial Day	26	27	28	29	30

Drug Free AMERICA Foundation, Inc.

NOTES:

JUNE 2015

	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

SPEAKERS BUREAU

By positively engaging the public in thoughtful consideration of our issues, our speakers have:

- **Conducted over 200 media interviews and on-air debates with various local, statewide and national media outlets. Our executive director was featured in Boca Raton Magazine in a story entitled, "The Need for Weed."**
- **Participated in 4 press conferences hosted by Drug Free America Foundation (DFAF) and our partners.**
- **Supported press events such as the Florida Chamber of Commerce's press conference in Orlando, Florida.**
- **Presented at statewide Rotary Clubs, political clubs, medical forums, judicial forums, community forums, college forums and industry association meetings.**
- **Submitted letters to editors and opinion editorials to newspapers across Florida. Many published these submissions including Sunshine State News, Tampa Tribune, Tampa Bay Times, Herald Tribune, Miami Herald, Orlando Sentinel, and the Palm Beach Post.**
- **Presented at two tele-town hall meetings hosted by DFAF to nearly 2,000 attendees.**

JUNE 2015

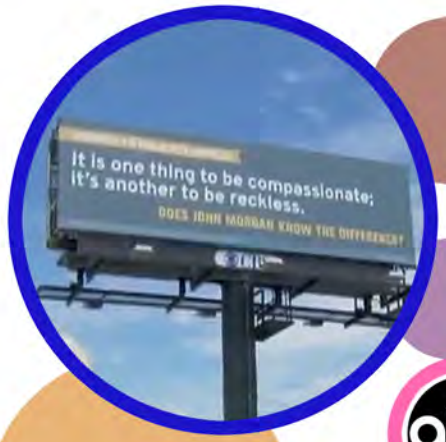
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Flag Day	15	16	17	18 International Picnic Day	19	20
21 Father's Day First Day of Summer	22	23	24	25	26	27
28	29	30				

Drug Free AMERICA Foundation, Inc.

NOTES:

JULY 2015

			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



DID YOU KNOW:

11 MAJOR MEDICAL ASSOCIATIONS/ SOCIETIES oppose the use of smokable marijuana for medical purposes

MEDIA EXPOSURE

We have communicated thought-provoking drug-free messages far and wide utilizing a variety of media.

- **The Drug Free America Foundation website was updated continuously with video resources, blogs and current research. The site had over 42,000 unique visitors and, of those visitors, 26,000 were new.**
- **We utilized our social media outlets to debut 250 *Did You Know* factoids about the harms of marijuana.**
- **DFAF social media exploded and saw an increase of 4000% in Facebook "likes."**
- **Our television public service announcements were aired nearly 1,700 times in various Florida media markets and had an audience impression of over 32 million viewers.**
- **We developed and aired radio public service announcements over 450 times in 14 Florida markets.**
- **DFAF formatted a short video version of our radio spot that was aired during *Facing Florida*, a television show that ran weekly on 8 channels in 6 Florida television markets.**
- **We unveiled a provocative billboard in Orlando, Florida about the impact of a proposed change in marijuana policy.**

JULY 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Canada Day	2	3	4 Independence Day
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26 Parents' Day	27	28	29	30	31	

Drug Free AMERICA Foundation, Inc.

NOTES:

AUGUST 2015

						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

OUR FOUNDERS

Ambassador Mel Sembler and Mrs. Betty S. Sembler

- **Their commitment to supporting and preserving public health and public safety to secure a brighter future for children and families across the globe has been unwavering.**
- **Both have been instrumental in the fight against drug abuse since the 1970s.**
- **They tackled the drug abuse issue by taking a frontline approach through the founding of Drug Free America Foundation, Inc.**
- **Recognized as Leaders - August 8th is *Betty Sembler Day* in the State of Florida and she was named a "*Great Floridian*" by Governor Scott.**
- **Society is blessed to have such a formidable couple leading this charge.**

AUGUST 2015

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 International Friendship Day	3	4	5	6	7	8 Betty Sembler Day
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Drug Free AMERICA Foundation, Inc.

NOTES:

SEPTEMBER 2015

	01	02	03	04	05	
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DFAF DIVISIONS

We delivered experrt knowledge, resources, and experience globally through our five distinguished divisions.

- **Members of our *International Taskforce on Strategic Drug Policy* were sponsored as delegates by DFAF to attend the 57th Session of the Commission on Narcotic Drugs held in Vienna, Austria.**
- **Our *National Drug-Free Workplace Alliance (NDWA)* implemented 273 workplace programs that impacted over 2,000 workers.**
- ***NDWA's* online course trained nearly 375 people on the importance of a drug-free workplace.**
- ***Students Taking Action Not Drugs* launched both their spring and fall online campaigns with two great partners, *HealthCorps* and *Don't Roll Up, Roll Out*.**
- **Our *Institute on Global Drug Policy* and our *International Scientific and Medical Forum on Drug Abuse* launched 4 quarterly issues of the *Journal of Global Drug Policy and Practice* which had over 4,000 site visitors.**

SEPTEMBER 2015

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 Labor Day	8	9	10	11 Patriot Day	12
13 Grandparents Day	14 Rosh Hashana	15	16	17	18	19
20	21 International Day of Peace	22	23 First Day of Fall Yom Kippur	24	25	26
27	28	29	30			

Drug Free AMERICA Foundation, Inc.

NOTES:

OCTOBER 2015

				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

GRASSROOTS REGIONAL DIRECTORS

Our Grassroots Regional Directors remained steadfast in their efforts to keep Florida drug-free. In order to accomplish this, they have:

- **Presented, exhibited and distributed materials at over 130 forums, meetings, conferences and events throughout Florida. Their efforts reached over 7,600 residents.**
- **Submitted letters to the editors of several Florida newspapers, 15 were published.**
- **Participated in media interviews across the state to include WHYI FM 100.7, WPEC TV, and CBS 12, ABC Palm Beach and Jacksonville 4.**
- **Special Thanks to:**

Bruce Grant
Teresea Miller
Susan Pitman
Christine Stilwel
Jonathan Lewis
Margaret Sotham
Jeff Kadel
Ellen Snelling

OCTOBER 2015

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12 Columbus Day	13	14	15	16 National Boss Day	17
18	19	20	21	22	23	24 United Nations Day
25	26	27	28	29	30	31 Halloween

Drug Free AMERICA Foundation, Inc.

NOTES:

NOVEMBER 2015

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DFAF STAFF

Through dedication and hardwork, the Drug Free America Foundation staff:

- **Supported the County Commission Prescription Drug Advisory Board.**
- **Educated thousands of parents, youth, industry professionals and community members at various events such as:**

  Tiger Bay Clubs • Tampa Bay Wellness Council • Gulfcoast Jewish Family & Community Services • Pinellas County Juvenile Diversion Programs • Pasco Drug Court Graduations • Rotary Clubs • Antelope Club • Florida's Alliance for Drug Endangered Children • Hillsborough and Pinellas Pregnancy Centers • League of Women Voters • Elks Club • Future Farmers of America • local schools

- **Organized various summits in Oregon, Michigan and Florida.**
- **Presented at the annual Center for Lawful Access and Abuse Deterrent meeting.**
- **Facilitated media interviews and speaking engagements for our speakers bureau and grassroots regional directors.**
- **Coordinated our youth commission events.**
- **Managed 4 press conferences.**
- **Organized two tele-town hall meetings.**
- **Produced and distributed campaign materials.**
- **Our executive director conducted over 75 media interviews throughout the year.**

NOVEMBER 2015

SUN	MON	TUE	WED	THU	FRI	SAT
1 Daylight Saving Time Ends	2	3 Election Day	4	5	6	7
8	9	10	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Thanksgiving Day	27	28
29	30					

Drug Free AMERICA Foundation, Inc.

NOTES:

DECEMBER 2015

		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	30	31

YOUTH COMMISSION

Our youth commission promoted a drug-free lifestyle to young Floridians when they:

- **Engaged Florida youth through a campaign entitled, *Don't Roll Up, Roll Out: Keeping It Real about Marijuana.***
- **Hosted monthly meetings for youth to discuss campaign activities.**
- **Designed a campaign logo and launched it as the *Students Taking Action Not Drugs* fall campaign to garner visibility.**
- **Launched and maintained a Facebook page to engage other youth.**
- **Produced an online public service announcement entitled, *They Lied.***
- **Promoted and participated in a poster contest to youth within the Suncoast Region of Florida.**

DECEMBER 2015

SUN	MON	TUE	WED	THU	FRI	SAT
		1 World AIDS Day	2	3	4	5
6	7 Hanukkah Pearl Harbor Remembrance Day	8	9	10 Human Rights Day	11	12
13	14	15	16	17	18	19
20	21	22 First Day of Winter	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day Kwanzaa
27	28	29	30	31 New Year's Eve		

Drug Free AMERICA Foundation, Inc.

NOTES:

JANUARY 2016

					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FAITH-BASED COMMUNITY

Our partnership with faith-based organizations proved to be invaluable because they:

- **Published articles on the marijuana issue in newsletters that were sent out to thousands of Florida constituents: These newsletters included:**

  Salt and Light Ministry • Florida Family Policy Council (FFPC) • Transforming Florida • Florida Catholic Conference

- **Enabled us to distribute materials at events such as the *Give Me Liberty Tour, Spiritual Growth Conference* and *Preventing Abuse Conference.***
- **Invited our speakers on faith-based radio programs such as the *Bill Bunkley Show* and the *Glenn Pav Show.***
- **Provided forums for our speakers' to engage audiences at the Florida Family Policy Council (FFPC) Award Ceremony, the Hillsborough and Pinellas FFPC chapter meetings, Ft. Lauderdale Calvary Chapel and Williston Church Men's Groups.**

JANUARY 2016

SUN	MON	TUE	WED	THU	FRI	SAT
					1 New Year's Day	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Martin Luther King Day	19	20	21	22	23
24 31	25	26	27	28	29	30

Drug Free AMERICA Foundation, Inc.

NOTES:

FEBRUARY 2016

	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

OTHER ALLIES

Thank you for your efforts in helping to keep Florida drug-free!

- **Kenneth Bell,** ***Former Florida Supreme Court Justice***
- **Susan Kelsey,** ***Constitutional Attorney***
- **Dr. Stephanie Haridopolis,** ***President of the Brevard County Medical Society***
- **Dr. Madeline Butler,** ***Former President of the Florida Medical Association***
- **Adam Putnam,** ***Florida Commissioner of Agriculture***
- **David Jolly,** ***United States Representative***
- **Jeb Bush,** ***Former Florida Governor***
- **Will Weatherford,** ***Former Speaker of the Florida House of Representatives***
- **Dennis Baxley,** ***Florida House Representative***
- **Darryl Rouson,** ***Florida House Representative***
- **Debbie Wasserman Schultz,** ***United States Representative***

FEBRUARY 2016

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 Groundhog Day	3	4	5	6
7	8 Chinese New Year	9	10 Ash Wednesday	11	12	13
14 Valentine's Day	15 Presidents Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

Drug Free AMERICA Foundation, Inc.

NOTES:

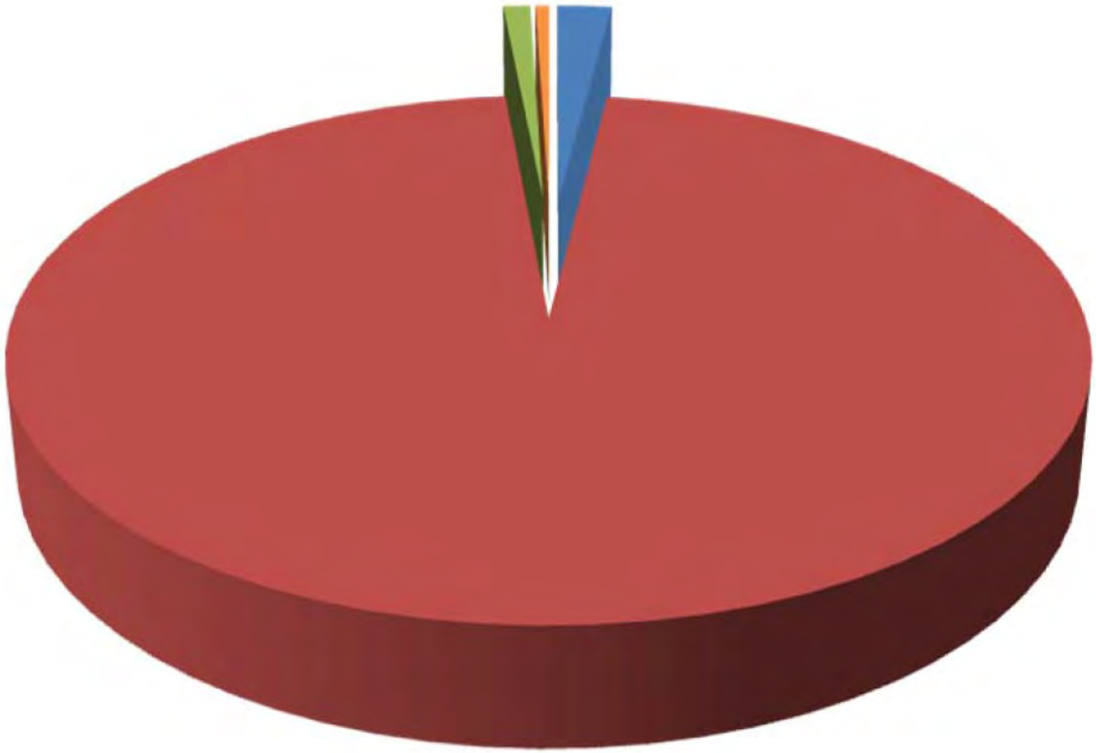
MARCH 2016

		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

OUR FINANCES

FISCAL YEAR OCTOBER 1, 2013—SEPTEMBER 30, 2014

INCOME



Investments $21,338

Contributions $967,870

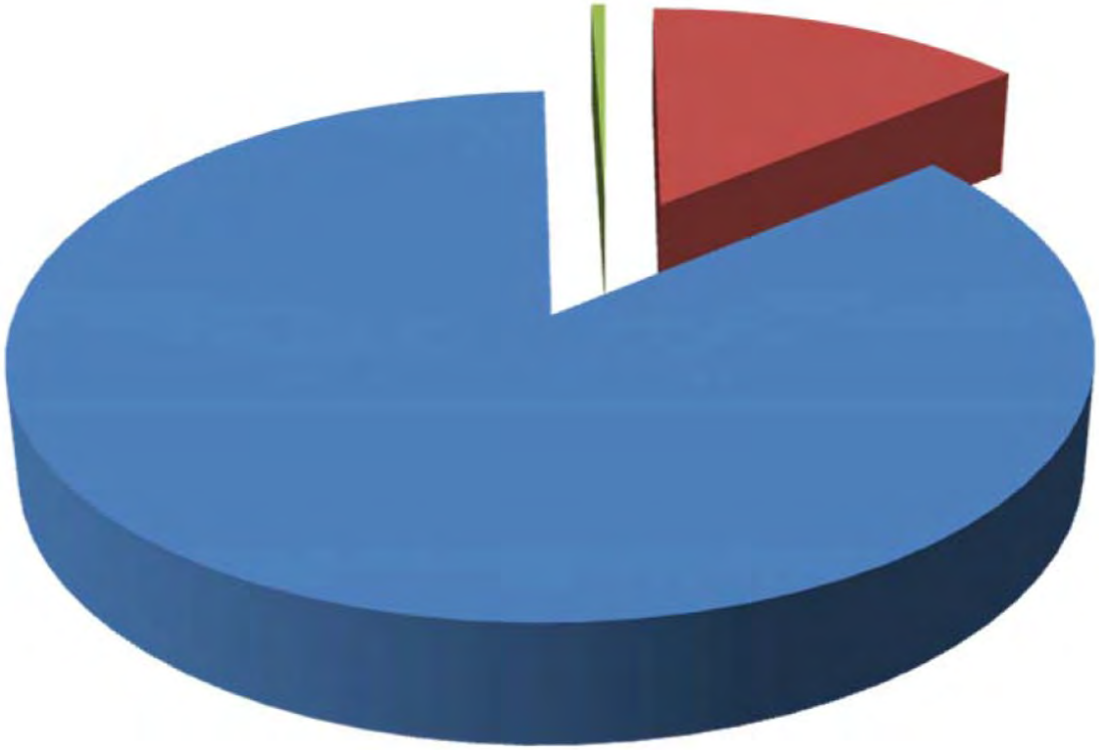
Grants and Contracts $12,000

Other $1,150

OUR FINANCES

FISCAL YEAR OCTOBER 1, 2013—SEPTEMBER 30, 2014

EXPENSES



Education $765,763

Management and Operating ... $125,213

Fundraising $0

Other $579

Drug Free AMERICA Foundation, Inc.

Drug Free America Foundation, Inc.
5999 Central Avenue, Suite 301
Saint Petersburg, FL 33710

Phone: 727-828-0211 Fax: 727-828-0212
www.dfaf.org