Dear Friend,

We have reached a major milestone - the 20th anniversary of Drug Free America Foundation! The executive board and staff are pleased to share a retrospective highlight of achievements in the foundation's history that would not have been possible without your dedication and generous support. From our humble beginnings in 1995 followed by the launch of our first website in 1997, we have certainly made an impact in both the U.S. and in the world promoting sound, effective drug policies and programs benefiting literally millions of people across the globe.

As we prepare and strengthen ourselves for the next 20 years, we must also acknowledge the extraordinary and passionate contributions of our many partners and collaborators along the way including physicians, researchers, educators, judges, employers, law enforcement, social workers, community activists, parents, rehabilitators, elected officials, and the list goes on. Every action has helped to sustain the effort to stand strong against the rising tide of permissive drug policies that result in increased addiction.

We sincerely thank you for your role in our history. Your loyal, generous giving will continue to sustain us as we work toward creating a world where citizens live lives free of illicit drugs.

Sincerely,

James W. Holton, Esq.
Board Chair

Calvina L. 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.

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Ambassador Mel Sembler

President Emeritus
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Goodwill Ambassador
Venice Maki
Celebrating
20 Years

1995-2000

Drug Free America Foundation, Inc. was founded by Ambassador Mel and Mrs. Betty Sembler
Launched the International Scientific and Medical Forum on Drug Abuse
Drug-free workplace division established
Co-organized Global Conference on Drug Abuse Prevention in Palermo, Italy

Established an online presence with our website www.dfaf.org
Kept “medical marijuana” off the Florida ballot
Released award-winning productions Marijuana: A Smoke Screen and Marijuana: A Formula for Disaster
Launched the Institute on Global Drug Policy

2001-2004

Brought together leaders from 35 countries to form the International Task Force on Strategic Drug Policy and hosted its first international meeting
Filed a legal brief in Gonzales v. Raich - U.S. Supreme Court
Launched national drug awareness campaign: It's All About the Children
Started Forjando Liderazgo (Forging Leadership) international workshops to foster coalition building in Latin America
Workplace division rebranded to Drug-Free Workplaces of Tampa Bay

Helped rewrite the Federal Paul Coverdell Act to support drug-free workplace programs for small businesses
Established the Otto and Connie Moulton Library for Drug Prevention
Co-organized the Fifth Global Conference on Drug Abuse Prevention in Rome, Italy
Launched Students Taking Action Not Drugs (STAND)
Released a four-part drug awareness video series Real View Mirror and an interactive CD InFocus: A Clear Message about Drugs
2005-2006

Launched The Journal of Global Drug Policy and Practice

Launched Drug Abuse: It Stops With You national campaign

Hosted the international conference Future of Drug Policies Globally: UNGASS 2008 and Beyond in London

Acquired the Drug Prevention Network of the Americas as a division

Moxie Awards established honoring RI Governor Donald Carcieri and CT State Representatives Toni Boucher and James Amann

Organized and hosted the International Dimensions for European Drug Policy Conference at the European Parliament in Brussels, Belgium

Released the True Compassion drug awareness campaign

Received Special Consultative Status with the Economic and Social Council of the United Nations

Acquired the National Drug-Free Workplace Alliance (NDWA) which merged with and rebranded the existing workplace division

2007-2008

The True Compassion public service announcements won national awards and ranked within the top tenth percentile of Nielsen

Led annual delegations to the U.N.’s Commission on Narcotic Drugs meetings 2007 - present

Hosted national STAND conference Establishing Campus Based Prevention Policies in the 21st Century

Hosted New Horizons for Drug Demand Reduction International Conference in Guayaquil, Ecuador


Organized the Oregon Project Drug Awareness Campaign

Participated in the United Nations General Assembly’s Special Session (UNGASS) in Vienna, Austria

Launched a social media presence on MySpace, Facebook, Twitter and blog

2009-2014

Brought the Drugs Are Nasty program to Tampa Bay area elementary schools

Filed legal brief against medical marijuana ballot initiative with the Florida Supreme Court

Co-founded the World Federation Against Drugs

Organized Prescription Drug Awareness campaign

Filed Legal brief in City of Los Angeles v. Patel, et al - U.S. Supreme Court

Launched first virtual online STAND campaign

Launched online training courses for employers, employees, and parents through National Drug-Free Workplace Alliance

Launched Pushing Back Against Drug Legalization national campaign

Filed legal brief in San Diego County v. NORML - U.S. Supreme Court

Hosted Sounding the Alarm event featuring former Speaker of the House Newt Gingrich

Inaugural Lifetime Achievement Award established

Partnered with the Florida Sheriffs Association in the highly successful Don’t Let Florida Go to Pot campaign
Other Accomplishments Throughout the Years

Major Media

Drug Free America Foundation’s Speakers’ Bureau has received widespread media attention at both the state and national levels. Here are some national examples:

CNN
The O’Reilly Factor
Anderson Cooper
The Situation Room
Nightline
U.S. News and World Report

Paula Zahn
Fox and Friends
The Drug Years Documentary
Fox Business News
Bloomberg
Al Jazeera TV

ABC World News Tonight
BBC
NPR
The New York Times
USA Today
The Wall Street Journal

Major Victories

Drug Free America Foundation has been instrumental in defeating over 1,300 pieces of both state and federal drug legislation that would have negatively impacted society.

We also have defeated many ballot initiatives throughout the country in the last 20 years. Those include:

Arkansas (2012)
Arizona (2000, 2002)
Colorado (2005, 2006)
Iowa (2005)

Minnesota (2004)
Washington (1997)
Major Educational Outreach

Drug Free America Foundation has educated thousands of community leaders, substance abuse treatment professionals, coalition members, educators and law enforcement officials through state, national and international educational events.

Hosted statewide drug summit on Orlando, Florida (1998)
   Hosted Colorado drug summit (1998)
Hosted statewide drug summit in Austin, Texas (1999)
   Hosted drug summit in Tallahassee, Florida (2000)
   Co-sponsored Ohio drug summit (2001)
Hosted over 25 international conferences (2002-2012)
Hosted a marijuana summit in Miami (2003)
Formed and hosted annual meetings of a national policy think tank (2010-2013)
   Co-sponsored Oregon drug summits (2010-2014)
Hosted a national drug-free workplace summit in Saint Petersburg, Florida (2013)
   Hosted a national synthetics drug webinar (2013)
2015 Highlights

Delivered multiple presentations on the dangers of marijuana and synthetic drugs for Pinellas County youth and adult diversion programs

Disseminated information about the impacts of marijuana at the Lakeview Health Lecture Series

Addressed Future Farmers of America Foundation board regarding marijuana related policy and prevention issues

Educated Florida coalition members about effectively advocating on drug and alcohol related policy issues

Engaged Tallahassee coalition members and Florida legislators regarding marijuana and alcohol related policy issues

Honored the Florida Sheriffs Association with DAF’s Lifetime Achievement Award for their leadership in the Don’t Let Florida Go To Pot campaign

Distributed educational materials at the Future Farmers of America Beast Feast event with 400 people attending

Established student-led division, Students for Healthy Drug Policy

Launched STAND’s online fall campaign addressing the social perception of drug use. The STAND website reached 2,989 visitors

Published 4 online issues of the Journal of Global Drug Policy and Practice reaching an audience of 6,150 people

Addressed Kiwanis members on impacts of legalizing marijuana in Florida

Presented Community Mobilization at the MAPS conference in Columbus, OH to 300 attendees from 26 states. Modeled successes of the Don’t Let Florida Go To Pot campaign

Conducted online drug-free workplace educational sessions training 764 employees, supervisors and parents

Participated in the Marijuana Prevention Strategies conference in Kentucky and trained approximately 90 KY coalition members

Educated 200 Job Corps participants on dangers of powdered alcohol and synthetic drugs

Informed the Pinellas County Legislative Delegation of the impacts of marijuana legalization

Hosted a webinar on advocacy and building relationships with lawmakers for prevention specialists

Educated 100 Gainesville, FL Black on Black Task Force members on the myths associated with marijuana

Published 4 quarterly newsletters sent to 2,000 drug-free workplace stakeholders nationwide

Engaged 200 parents in a Town Hall meeting on the impacts of marijuana use and abuse

Supported a lawsuit against the state of Colorado for failure to enforce federal marijuana laws

Published “What Employers Should Know: The Marijuana Conundrum is Bad for Business,” in The Coalition that reached over 40,000 members of the National Narcotics Officers Association Coalition

Implemented 319 drug-free workplace programs for small businesses affecting over 5,400 employees and supervisors
Our 2015 Reach

Online Presence
Facebook
- 91 original memes
- 135 links to drug-related news
- Reach of 1,083,197
- 73,446 likes, comments and shares

YouTube
- 18 videos posted
- Over 2,580 views

DFAF.org
- 35 new blogs and vlogs
- Uploaded over 150 new research studies
- 36,052 new visitors
- 77,039 page views

Press
- Over 100 media interviews with local and national outlets such as the Associated Press, Reuters, and Fox & Friends.
- Press tele-conference on the dangers of marijuana edibles.
- Press conference on the legal challenge to Colorado’s Amendment 64 with significant national media attention.
- Discussed the impact of marijuana legalization on Central Florida Spotlight with an audience of over 31 million

Events
- Presented The Florida Sheriffs Association with our Lifetime Achievement Award for their commitment to public safety
- Hosted our 4th Annual Tampa Drug Summit and educated over 250 stakeholders
- Presented the “Drugs Are Nasty” Program at Hillsborough County Elementary schools where 1,450 students pledged to be drug free

Our Divisions

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

NDWA
National Drug-Free Workplace Alliance
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.

TASK FORCE
International Task Force on Strategic Drug Policy
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.

FORUM
International Scientific and Medical Forum on Drug Abuse
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.

INSTITUTE
Institute on Global Drug Policy
An alliance of physicians, scientists, attorneys and drug specialists advocating public policies that curtail the use of illicit drugs and alcohol. These experts collaborate with members of the Forum to produce and publish the Journal of Global Drug Policy and Practice.

DPNA
Drug Prevention Network of the Americas
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.

The Journal of Global Drug Policy and Practice
Looking Forward

The past 20 years have been quite a journey. As we look to the next 20 years, Drug Free America Foundation will remain steadfast in its policy and prevention efforts as well as tackle new and trending issues in order to preserve public health and safety.

Drug Free America Foundation will:

Lead the charge in the Don’t Let Florida Go To Pot campaign to educate Floridians about the dangers of marijuana legalization.

Promote anti-drug activism on college campuses through the growth of our newly established student-led division, Students for Healthy Drug Policy.

Educate community members and policy makers about the impacts of marijuana that are occurring in states that have legalized it.

Forge new partnerships with health-minded organizations and establish a strategic road map to a holistic approach on the drug issue.

Continue to grow our National Drug-Free Workplace Alliance participation and increase the usage of our educational programs.

Increase awareness about substance abuse among citizens of all ages by airing a national public service announcement starring Sheila Raye Charles, daughter of legendary singer Ray Charles.

Continue to deliver science-based research findings to national and international audiences through our Journal of Global Drug Policy and Practice.

Aggressively combat permissive drug policies nationally that will seek to normalize and accommodate heroin use as a misguided answer to increases in overdoses.

Help reduce heroin abuse through prevention, education and advocacy.

Provide national awareness about the relationship between drugs and terrorism.

Deliver national thought-provoking presentations on synthetic drugs.
Finances

Income: $987,230
- Investments: $33,012
- Grants and Contracts: $8,278
- Contributions: $748,375
- Special Events: $197,565

Expenses: $1,431,009
- Education: $1,213,246
- Management and Operating: $151,648
- Fundraising: $21,064
- Other: $45,051
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