

Drug Free America Foundation, Inc.



Annual Report 2015



Thank You



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,

A handwritten signature in black ink, appearing to read "J. W. Holton".

James W. Holton, Esq.
Board Chair

A handwritten signature in black ink, appearing to read "Calvina Fay".

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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President Emeritus

Walter P. Loebenberg

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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



DFAF.ORG

Established an online presence with our website www.dfaf.org

International
Scientific and
Medical Forum
ON DRUG ABUSE

Kept "medical marijuana" off the Florida ballot



Released award-winning productions
Marijuana: A Smoke Screen and
Marijuana: A Formula for Disaster



THE INSTITUTE ON
GLOBAL DRUG POLICY

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*



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

Launched *Drug Abuse: It Stops With You* national campaign



Released the *True Compassion* drug awareness 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



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

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



National Drug-Free Workplace Alliance

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 Nielson



The Journal of Global Drug Policy and Practice published its inaugural issue entitled *Marijuana: The Present Challenge and the Future of Cannabinoid Research*

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



Organized the *Oregon Project Drug Awareness Campaign*

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



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

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



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



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

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

Launched *Pushing Back Against Drug Legalization* national campaign

Co-founded the *World Federation Against Drugs*



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

Organized Prescription Drug Awareness campaign



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

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



Inaugural Lifetime Achievement Award established

Launched first virtual online STAND campaign



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:

Alaska (2004)
Arkansas (2012)
Arizona (2000, 2002)
California (1972, 2004, 2008, 2010, 2014)
Colorado (2005, 2006)
Florida (1998, 2000, 2004, 2014)
Iowa (2005)

Michigan (2000, 2002)
Minnesota (2004)
New York (2002)
Ohio (2001, 2015)
Oregon (1986, 2000, 2002, 2004, 2008, 2010, 2012)
South Dakota (2002, 2006, 2010)
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.

Sponsored/co-sponsored California drug summits (1996, 2000, 2013)

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 Michigan drug summit (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)

Co-sponsored Kentucky drug summits (2012, 2013, 2015)

Co-hosted Tampa drug summits (2013-2015)



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



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

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



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

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



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



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

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



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

Addressed Kiwanis members on impacts of legalizing marijuana in Florida



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



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

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



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

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

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

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



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*.

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.

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.

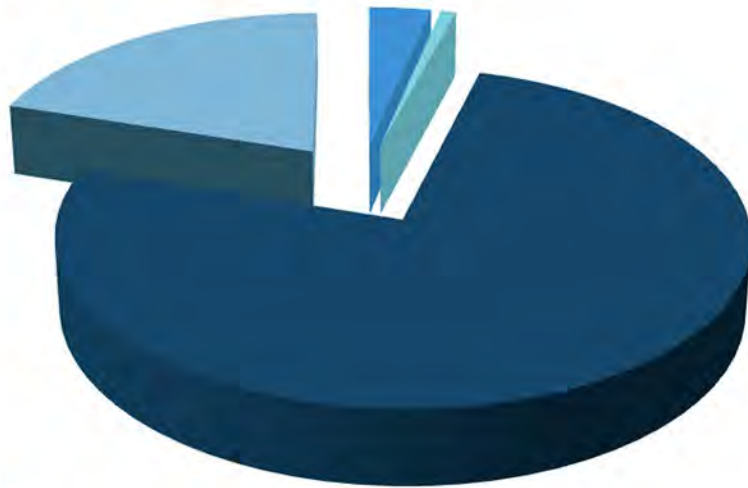
Help reduce heroin abuse through prevention, education and advocacy.

Provide national awareness about the relationship between drugs and terrorism.

Deliver national thought-provoking presentations on synthetic drugs.

Finances

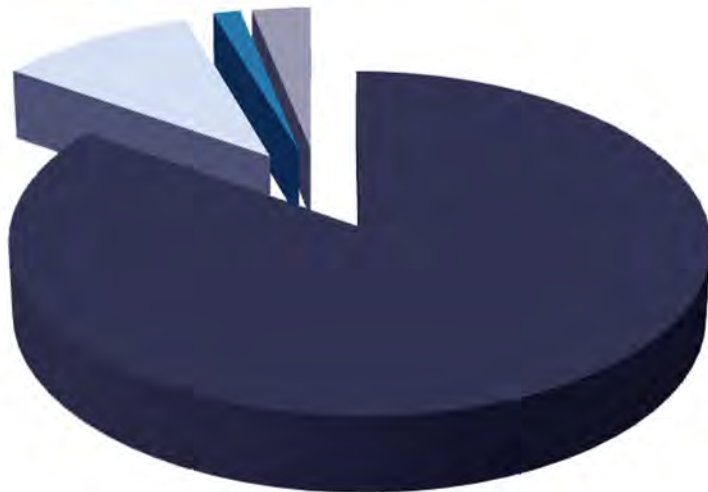
Income



\$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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