



2018

Annual Report



Thank You



2018 was a year full of success and growth.

With the many changes that happened at DFAF, your commitment always remained the same. Your generous support allowed us to advance our center of excellence and continue to provide our state, national, and international communities with the research driven resources they need to educate parents, leaders, elected officials and the public about the dangers of illicit drugs. Together, with your help, we will be able to create a future where all people live free of the burden of drug abuse.



Our success depends on the dedication and commitment of our supporters and partners. The 2018 Annual Report is a beautiful reflection of the great work made possible by these amazing collaborations.

Thank you for your continued support.

James W. Holton, Esq.
Board Chair

Amy Ronshausen
Executive Director

Our Mission

Drug Free America Foundation, Inc. is a drug prevention and policy organization committed to developing strategies that prevent drug use and promote sustained recovery.

Our Vision

The Drug Free America Foundation, Inc. vision is a world where all people live free of the burden of drug abuse.

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Tina Caporaso, Program Manager
Judith Keeter, Program Coordinator
Sharif Mohr, Ph.D., Epidemiologist
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Our Divisions

Institute on Global Drug Policy



An alliance of physicians, scientists, attorneys and drug specialists advocating public policies that curtail the use of illicit and misuse of illicit drugs and alcohol.

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 mis-information related to current drug issues in the media.

The Journal of Global Drug Policy and Practice



An international journal with the goal of bridging the information gap on drug policy issues between the medical-scientific community, policymakers, practitioners and the lay public.

Our Divisions

International Task Force on Strategic Drug Policy (ITFSDP)



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.

National Drug-Free Workplace Alliance (NDWA)



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 work-place programs and to support a national coalition of drug free work-place service providers.

Annual Gala

Don't Be in the Dark



The 2018 Drug Free America Foundation's Annual Gala, themed "Don't Be in the Dark," encouraged supporters to educate themselves on current drug trends and to pledge to *Be the Wall* between drug use and their community and loved ones.

Emcee Veronica Cintron, award winning "Your Evening News" Anchor at Bay News 9, is a highly recognized voice in our Greater Tampa Bay Area community. Her ability to narrate the story of Drug Free America Foundation during our signature event made her an excellent spokesperson for our Gala!

Featured speaker Florida Senator Darryl Rouson told his powerful personal story of addiction and recovery, captivating the audience with his message of hope and renewed spirit.

Special performers included Kid Balla, (Marshawn Bean, Jr.) who delivered a positive rap message in his songs "Educated Swag" and "Wanna Be Somebody," and the Hoola Monsters entertained with their high energy freestyle LED-lighted hula hoop dance performance.



Keynote Speaker and Lifetime Achievement Award Recipient

Attorney General Pam Bondi is a fourth-generation Floridian who spent more than 18 years as a prosecutor, trying cases ranging from domestic violence to capital murder. When she took office, Florida was referred to as the pill mill capital of the United States. Of the top 100 oxycodone dispensers in the country, 98 of them were in Florida. In her first legislative session, she successfully fought for tough legislation to shut down all 98 of these unscrupulous doctors and clinics.

In an effort to implement similar reforms around the country, she was appointed to the President's Opioid and Drug Abuse Commission where she worked alongside other national leaders in areas of drug prevention, interdiction, and treatment.

Attorney General Bondi has made Florida a national model in the battle against synthetic drugs. She has fought to keep deadly synthetic drugs off our streets through the signing of emergency orders to ban these drugs as soon as they become prevalent in Florida.

In 2016, she worked with the Florida Legislature to pass the "Florida Comprehensive Drug Abuse Prevention and Control Act." This legislation allowed Florida to finally keep pace with the manufacturers of these constantly changing and extremely dangerous synthetic drugs.

It was for these actions, among many, that Attorney General Pam Bondi was honored with the 2018 Lifetime Achievement Award.



Calvina Fay



Congratulations and best wishes to Calvina Fay on her well-deserved retirement

As the Executive Director of Drug Free America Foundation and Save Our Society From Drugs (S.O.S.), Ms. Fay educated the public about the dangers of drugs of abuse and efforts to legalize drugs and conducted political activities to combat drug legalization efforts.

Prior to coming to Drug Free America Foundation, she was the former Executive Director of the Drug Free Business Alliance (DBA), a Houston-based nonprofit coalition of member businesses involved in addressing the drug problem in the workplaces of the Texas Gulf Coast area.



Ms. Fay was an outspoken advocate against the legalization of drugs for decades. She was a founding board member of S.O.S. and was president of Drug Watch International, a network engaged in combating the drug legalization movement globally. She served as an advisor to the White House Office of National Drug Control Policy as well as several political leaders, including President George W. Bush, on drug policy issues.



In 2008, she was given the Tampa Bay Business Journal's Nonprofit Businesswoman of the Year award for her tireless efforts and leadership in the drug prevention and policy field.

She had over 30 years of experience in the drug prevention field and is considered a pioneering expert on workplace drug abuse prevention programs and authored several books.

Ms. Fay was also designated an honorary professor at the Argentina Universidad del Salvador.

A very special recognition was made

to Drug Free America Foundation's Executive Director, Calvina Fay, who announced her retirement following twenty years of dedicated service in pushing back against substance abuse in our nation and the world. In her honor, our Moxie Award was re-named the "Calvina Fay Moxie Award" for her courage and determination in standing up to the scourge of drug abuse in our society.



Workplace

The National Drug Free Workplace Alliance



More than ever, the National Drug-Free Workplace Alliance (NDWA) has taken a prominent role in Drug Free America Foundation's national and international stage educating hundreds of individuals and organizations on the importance of drug-free workplace programs.

Membership and Training

2018 was NDWA's first year of our membership and training programs. Featuring our excellent, comprehensive workplace programs, purchased with modest membership fees, NDWA continues to provide a great value and superior customer service to employers who are trying to implement a new program.



Businesses may choose a full-benefit membership allowing them to reinforce and publicize their drug-free workplace, or a-la-carte training passes to acquire certifications they may need for the U.S. Department of Transportation or state workers' compensation insurance discounts.

Some of the many benefits of membership include a written drug-free workplace policy, discounted drug-testing set-up, online training and program consultation and referral.

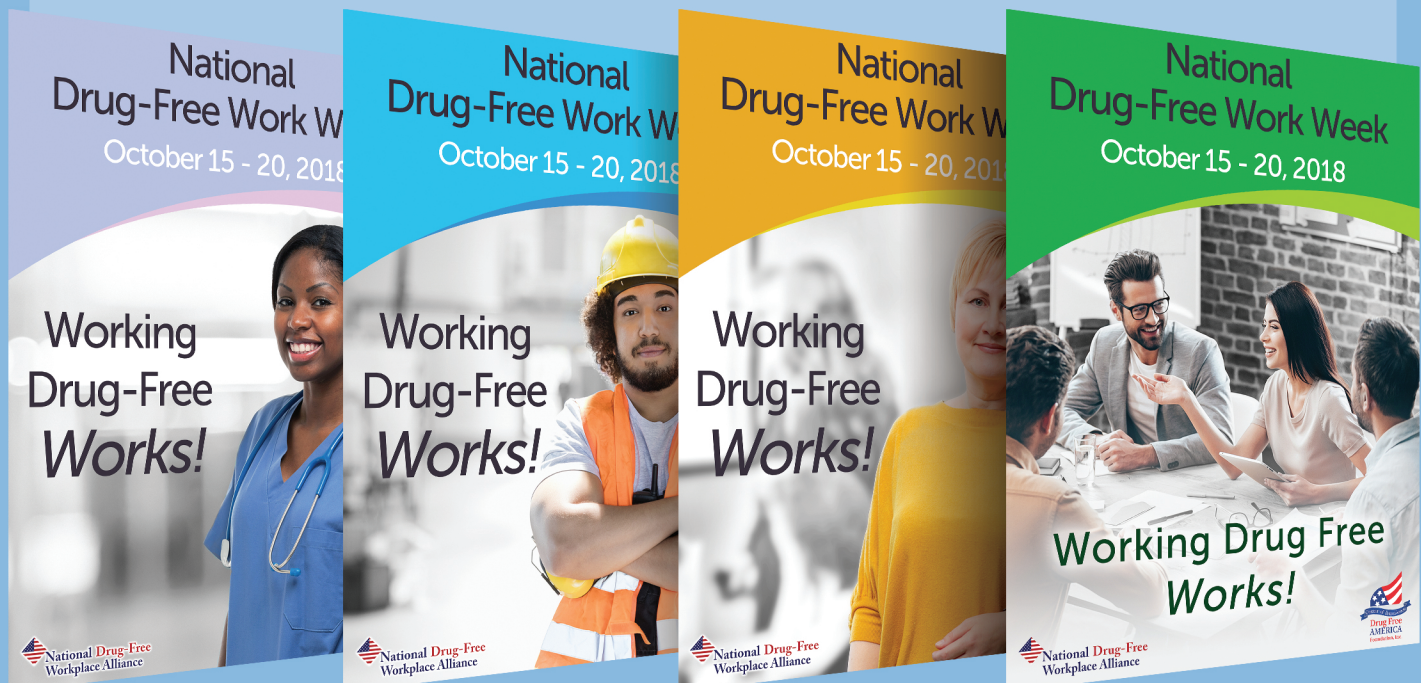
The year in review

During 2018, NDWA implemented 132 new programs directly affecting more than 1,300 employees and supervisors.

Since its inception in 2008, NDWA's online training attracts employers from across the country with 6,276 individuals completing the courses. These online courses are vitally important to businesses that employ transportation including aviation, bus lines, commuter and scenic rail and trucking.

NDWA is the proud sponsor of National Drug-Free Work Week, now in its 11th year, providing employers with an opportunity to emphasize the importance of working drug free. A variety of free, downloadable posters and materials allow employers to promote their company's drug-free environment.

Annually, NDWA participates in well-attended community outreach event for the Pinellas County Economic Development office's annual "Reverse Trade Show." With nearly 200 participants, this event brings together small and large businesses and organizations to share services, products, or opportunities. NDWA educates business owners on the importance of a drug-free workplace and how employers can use such a program to improve their operations and protect their assets.



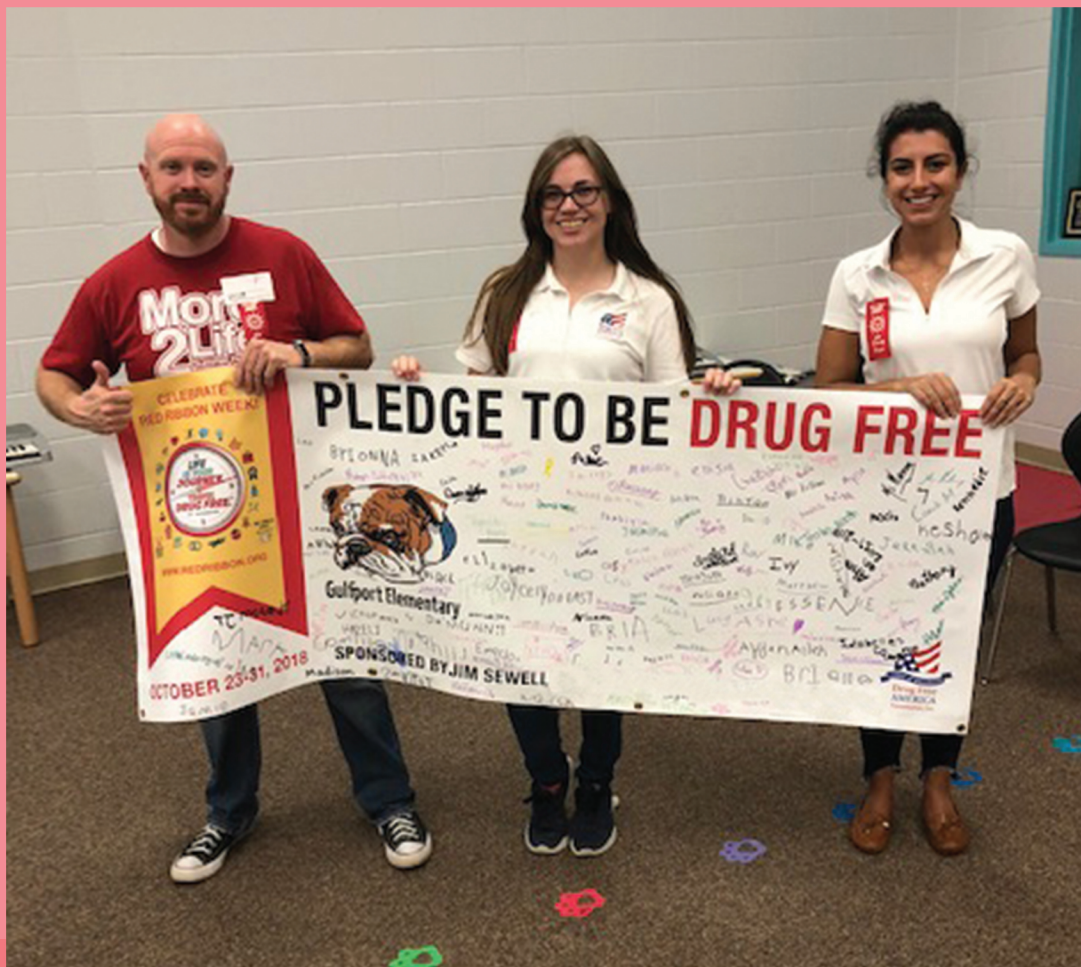
Youth

Educating Future Generations



In 2018, Drug Free America Foundation continued to support and participate in educating the youth in our communities on the dangers of drug abuse and empower them to make healthy choices.

DFAF educated hundreds of youth and their parents on the dangers of synthetic and designer drugs at the Pinellas County Judicial Court in Pinellas County, Florida. The presentation allowed participants to learn and ask questions about drugs and current drug trends.



DFAF celebrated Red Ribbon Week 2018

by partnering with More2Life to deliver this message to elementary school students in the Greater Tampa Bay Area. The program focused on teaching students what to do when confronted by someone asking them to take drugs, and highlighted the benefits of being drug free. Students participated in an interactive presentation, pledged to be drug free by signing a school banner, and took part in the Red Ribbon run. The youth received Red Ribbon Week stickers, bracelets, and bookmarks to commemorate the day.



Around the World

National and International Collaboration



Nationally, Drug Free America Foundation has met with the Office of National Drug Control Policy, the now former Attorney General, Jeff Sessions, and participated in strategic planning meetings at the Heritage Foundation.

In May, DFAF attended the 6th World Forum Against Drugs in Gothenburg, Sweden. While in Sweden, DFAF participated in a Drug Policy Futures meeting to strategize on the 2019 Commission on Narcotic Drugs Meeting and our new executive director was named as one of the North American Representatives on the World Federation Against Drugs board.



In March, Drug Free America Foundation attended the 61st Session of the Commission on Narcotic Drugs (CND) in Vienna, Austria. Our attendance allowed us to participate in international drug policy discussions and advocate for evidence-based strategies to promote the public health and safety. DFAF partnered with Centros de Integración Juvenil (CIJ) and the Turkish Green Crescent to host a side event on Drug-Free Workplace Programs.

In addition to our side event, as members of the Drug Policy Futures group, DFAF assisted in hosting a luncheon event attended by approximately 60 individuals representing more than 15 countries. The luncheon promoted materials produced by Drug Policy Futures outlining the primary principles to promote societal health and wellness.

We ended our 2018 International work with a trip to Nairobi, Kenya to attend the Joint NACADA, ISSUP and African Union Drug Demand Reduction Conference and Workshop where we led an intense two-day training on drug-free workplace programs.

While in Kenya, DFAF visited the Slum Child Foundation and presented the Calvina Fay Moxie Award to their founder George Ochieng Odello. George has done amazing work with his organization to uplift the lives of the children living in the Kenyan slums. Through school scholarships, substance abuse prevention, advocacy programs, mentoring, and interventions, George is making an impact in the lives of these youth.



Our international work confirmed that our vision, to one day see a world where all people live free of the burden of drug abuse, is universal. There are millions of people who have dedicated their lives to fighting the battle against substance abuse and we are grateful to call them allies and friends.



Advocacy

Speaking with a purpose



With over two decades of experience, Drug Free America Foundation continues to be a leading voice in drug policy. We have accomplished this by furthering the conversation, along with advocacy and education.

Every year DFAF leads coalitions from across the state of Florida to Tallahassee to promote Substance Abuse Prevention Advocacy Day. In 2018, DFAF and coalition members addressed their legislators regarding the importance of primary drug prevention and the opioid epidemic.

Drug Free America Foundation works tirelessly to be a leading resource for all healthcare stakeholders. During 2018, DFAF provided the expertise to guide hospital leaders to shape their patient drug policy and led local coalitions in the fight against opioid abuse and “Big Marijuana” through education, community outreach, and advocacy.





Professional Training

Giving others the tools for change

Drug Free America Foundation hosted several drug prevention summits, including the 6th Annual Southeastern U.S. Regional Drug Prevention Summit in Tampa, Florida. DFAF partnered with the Hillsborough County Anti-Drug Alliance to co-host and bring together over 300 drug prevention professionals. The summit provided coalition members, community members, law enforcement, and prevention professionals from all over the nation, with drug trend education and prevention training. DFAF was also honored to co-host the Oregon Marijuana Summit and the Opioid Forum with Saint Petersburg College.

Along with hosting summits, DFAF also participated in and presented at conferences as national leaders in drug policy and prevention. Last year, DFAF imparted vital information about Amendment 2, Florida's medical marijuana law, to key state and local leaders including the Florida National Guard, higher education, and anti-drug coalitions. DFAF also had the privilege to present in front of hundreds of people on marijuana trends and drug-free workplace programs at the 2018 Community Anti-Drug Coalitions of America Mid-Year Training Institute.





Media Getting Social

Drug Free America Foundation's (DFAF) communications arm was active this year creating and maintaining a sustained drumbeat throughout the year advocating for sound drug policy and providing information on keeping people safe from dangerous and illicit drugs. In 2018, our organization produced and distributed news releases to national, state, and local media outlets throughout the country.

Additionally, DFAF planned and implemented a highly successful campaign to educate Americans on the true dangers of marijuana use.

These strategies were implemented to insure the organization's important issues and positions remain in the forefront and that DFAF continued to provide a vision and create an environment where citizens can live free of illicit drugs.

Social Media

This past year, social media was an essential tool for DFAF. Through our Facebook, Twitter, and Instagram accounts we were able to reach over 150,000 people by posting and sharing research, news articles and educational memes over 100 times. Overall, DFAF has an impressive following; with just over 82,000 followers on Facebook, 2,100 followers on Twitter, and nearly 300 friends on our new Instagram account, we were able to generate 17,000 likes and impressions in 2018.



DrugFreeAmericaFndn



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Drug Free America Foundation

Marijuana...Know the Truth

Overview

DFAF initiated a new campaign called “Marijuana...Know the Truth,” designed to educate the public about the real consequences of marijuana use and abuse. The initiative consisted of a movie theatre and digital advertising campaign that examined the connection between marijuana use and opioid abuse and overdose.

The campaign’s initial messaging featured a thirty-second commercial that ran for 10-weeks in select movie theatres throughout the country. The second run was a 5-week cross-platform digital campaign.

The commercials featured Karen Bailey, who told the story of her son, who started smoking marijuana in middle school and how his marijuana use turned into an opioid addiction that ultimately took his life. An extended two-minute commercial was also featured and viewed by over one hundred thousand visitors driven to the DFAF website.



The campaign was supported by an aggressive digital and social media advertising initiative that exceeded all expectations!

Movie Theatre Advertising

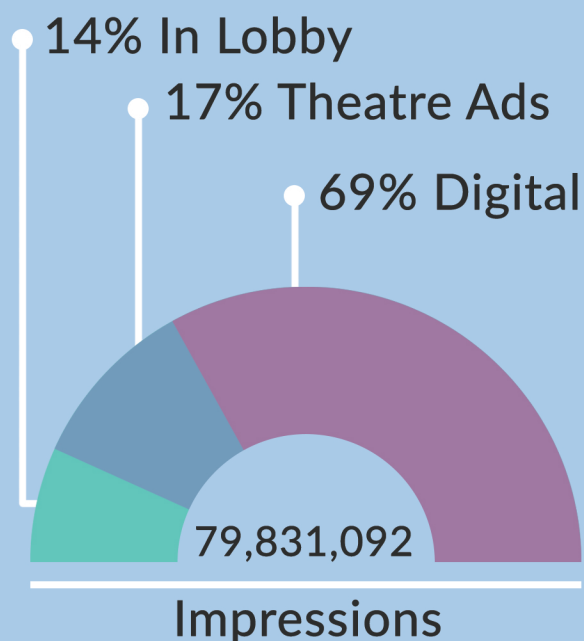
The movie theatre ads were shown 742,570 times and delivered 13,337,048 impressions.

In Lobby Advertising

As a value added we negotiated and received, at no addition cost, an in lobby advertising campaign that delivered an additional 11,310,743 impressions.

Cross Digital Advertising

The campaign also exceeded all expectations in its cross digital advertising efforts. The first run delivered 38,832,607 audience impressions and the second run delivered an additional 16,350,694 impressions for a total of 55,183,301 total audience impressions.



Retargeting Campaign

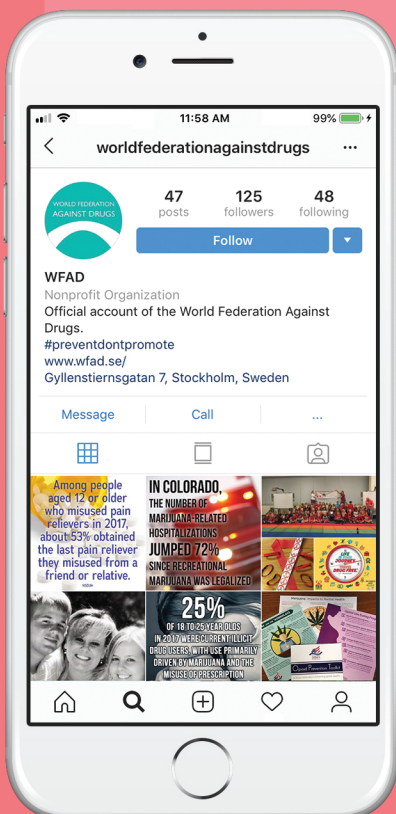
The campaign also initiated a retargeting campaign that re-engaged visitors that had come to the DFAF website. In total, the campaign retargeting effort served 478,546 and generated 146,000 additional visits to the DFAF website. For the bulk of the campaign, visitors stayed for over 2 minutes and visited 2 pages on the website.

Due to this high volume of visitors, we redesigned and increased our website content by posting 15 new blog posts and new research articles each month!



In support of our PSA campaign

DFAF guest posted on the World Federation Against Drugs' Instagram account for two weeks. We shared educational pictures that reflected the theme of our Know the Truth campaign.





Featured Division

The Journal of Global Drug Policy and Practice

For over eleven years, *The Journal of Global Drug Policy and Practice* has served as a free, readily accessible, and searchable archive of information.

It continues to provide reliable resources for responsible approaches to drug policy. Throughout each year, the Journal receives manuscripts for consideration from scholars and prevention stakeholders who address hard topics such as drug abuse, policy, and prevention. The publication is intended to encourage discussion and the spread of knowledge, broader cultural attitudes, and perspectives regarding the global issue of drug abuse, scientific research, and policy implications.

The Journal is a joint effort of the Institute on Global Drug Policy and the International Scientific and Medical Forum on Drug Abuse.



Check out our website:

www.dfaf.org/journal

DFAF is Growing

We're excited that Drug Free America Foundation is growing with the addition of an epidemiologist

Since August of 2018, Drug Free America's research program has been actively contributing to the field of substance abuse epidemiology by performing original research on patterns of marijuana use among pregnant women in Florida and the projected costs of legalized recreational marijuana in the states of Florida and Illinois.

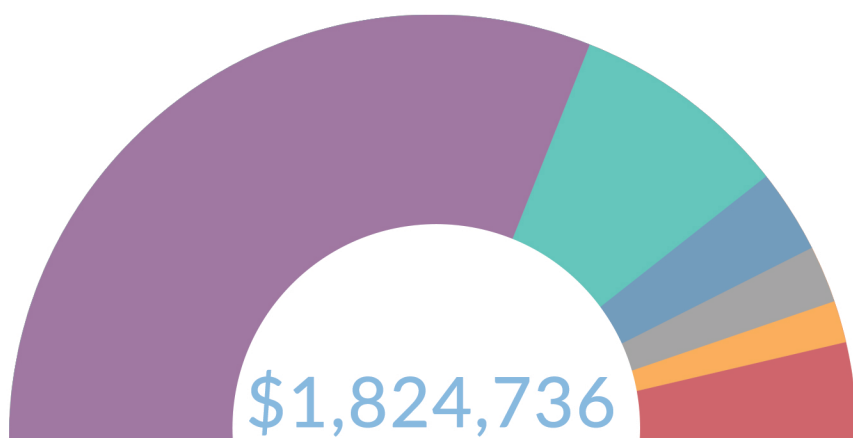
Our organization regularly attends research seminars and meetings, such as the Drug Epidemiology Network and Pinellas County Opioid Task Force, to stay abreast of emerging trends in the field, facilitate data sharing among organizations, and to promote a coordinated and effective response to the drug abuse epidemic.

We are currently establishing relationships with government agencies and healthcare organizations in order to start development of a virtual dashboard on drug use and overdose statistics across the state of Florida.



Sharif Mohr, MPH, PhD
Epidemiologist
Drug Free America Foundation, Inc.
Save Our Society From Drugs

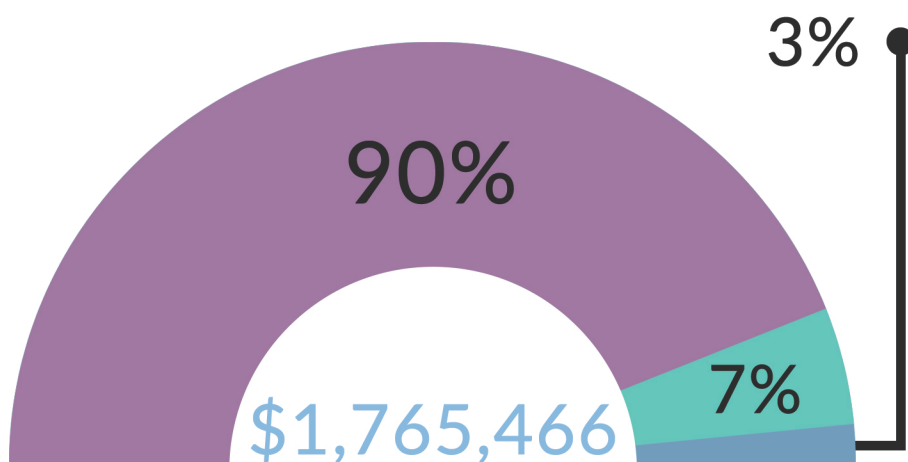
Finances



\$1,824,736

Income

- Contributions, PSA Campaign
\$1,203,642
- Special Events
\$340,307
- In-Kind
\$85,521
- Contributions
\$50,039
- Grants/Contracts
\$42,887
- Other
\$102,340



\$1,765,466

Expenses

- Education
\$1,596,916
- Fundraising
\$47,812
- Management and Operations
\$120,738

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