



2019 Annual Report



Dear Friend:

I am pleased to report that Drug Free America Foundation enjoyed a productive year in 2019 with many highlights and successes. One of those highlights was our annual gala and the presentation of the Calvina Fay Moxie Award to Karen Bailey for her courage and determination in speaking out about how drugs impacted her family. Karen was featured in DFAF's digital Marijuana...Know the Truth campaign, which was seen around the country in movie theaters and through a cross-platform digital advertising campaign and received the prestigious Telly Award. A follow up video features data that draws an irrefutable conclusion about the dangers of legalization.

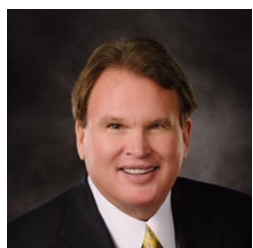
Also this year, DFAF expanded its international leadership role by participating in several global events including the 62nd session of the Commission on Narcotic Drugs in March and the International Society of Substance Use Professionals conference in July, both in Vienna, Austria, and the Global Drug Policy Summit in Phoenix, AZ. To enhance our international presence, DFAF published a talking point guide and visual guide on counter-narcotics intended for international policymakers and stakeholders.

On the national front, DFAF continued to play a pivotal role in advocating on all matters related to substance prevention and meets regularly with national, state, and local officials on these issues. The National Drug-Free Workplace Alliance, a division of DFAF, implemented 135 new programs affecting over 967 employees and supervisors. DFAF continued its commitment to our youth through programs like Red Ribbon Week and ongoing educational programs targeted to high-risk youth and their parents.

A new feature this year was the launch of Dr. Sharif Mohr's Research Blog which can be found on DFAF's website. Every week, Dr. Mohr distills even the most complex studies in the field and presents them in an easily accessible and usable format.

Please take a few moments to peruse this annual report which provides a more detailed overview of Drug Free America Foundation's accomplishments for 2019. In the meantime, please accept our gratitude for everything you have done to make these achievements possible. Without you and the dedication and commitment of our many partners and contributors, none of this would be possible. Thank you!

Sincerely,



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

Jim Holton
Board Chair



A handwritten signature in black ink, appearing to read "Amy Ronshausen".

Amy Ronshausen
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Our Vision & 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.

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



Annual Gala

Hope Grows

The 2019 Drug Free America Foundation's Annual Gala, themed "Hope Grows," served as a reminder that we all have a role to play in finding solutions to the current drug crisis. DFAF challenged each attendee to cultivate hope in interactions with family members, friends, and within the community.

DFAF was honored to have St. Petersburg native, television and film star Monica Raymund, provide welcoming remarks by

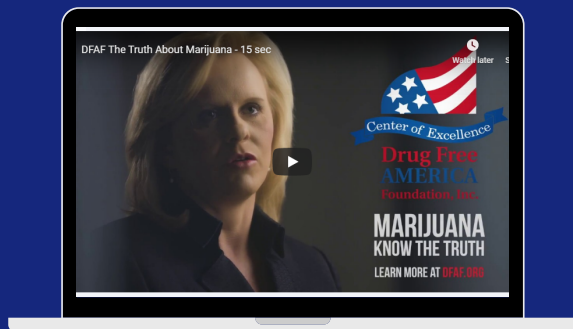
video and set the stage for the gala by drawing attention to issues DFAF works on each day.

Florida Attorney General Ashley Moody, who delivered the keynote remarks, spoke of the current drug landscape in Florida and the efforts of her office to reduce illicit trafficking and find solutions to the current opioid epidemic.





Karen Bailey was this year's recipient of the Calvina Fay Moxie Award. Karen courageously shared the very personal and tragic impact of substance use on her family in a public service announcement for DFAF's award winning "Marijuana Know the Truth" campaign.

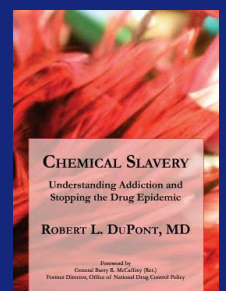


The PSA was aired over 750,000 times in movie theaters in 22 states delivering over 13 million impressions. Karen's courage and determination to speak out about the devastating impacts of drug use to her family is a true inspiration and is helping to save lives.

The DFAF Life Time Achievement Award was presented to Robert L. DuPont, MD, whose signature role throughout this career has been to focus on the public health goal of reducing the use of illegal drugs. For 50 years, Dr. DuPont has been a leader in drug abuse prevention and treatment. His many contributions include leadership as the first director of the NIH National Institute on Drug Abuse (1973 – 1978) and as the second White House Drug Chief (1973 – 1977).



He has been a prolific author with over 400 professional articles, 15 books, and monographs on a variety of health topics. In 2018, he published his most recent book, *Chemical Slavery: Understanding Addiction and Stopping the Drug Epidemic*, which each gala attendee received a signed copy.





National Drug-Free Workplace Alliance

Workplace

The National Drug Free Workplace Alliance

As the workplace division of DFAF, the National Drug-Free Workplace Alliance (NDWA) provides valuable, low-cost benefits to employers. Businesses can receive services that include: a written drug free workplace policy; access to discounted drug testing and EAP services; supervisor, employee, and parent training; one-on-one consultation; news updates; and much more.

During 2019, NDWA implemented 135 new programs that affect over 967 employees and supervisors. Our online training programs attracted students from across the country with nearly 251 participants completing the courses this year. Since its inception in 2008,

nearly 6,000 people have participated. The online courses are vitally important to businesses that are regulated by the transportation industry such as aviation or trucking. Supervisors of drivers/operators regulated by the U.S. Department of Transportation are mandated to receive specific drug-free workplace training. For owner/operators and small family-run businesses, the quality of our training content and nominal cost make it invaluable.





Keeping true to the mission of educating workplace stakeholders, NDWA hosted a Workplace Seminar, entitled, “The Effect of Opioids and Marijuana on the Workplace” that featured a panel of local experts representing the drug-testing industry, corporate human resources and legal, the insurance industry, and substance abuse treatment. More than 30 participants attended this important event that highlighted the importance of substance abuse prevention in the workplace.

During 2019, NDWA’s outreach was quite varied and included:

- Annual participation in the local Pinellas County Economic Development’s Reverse Trade Show sharing our workplace prevention information with approximately 150 small business participants;
- Our June presentation and table display in Phoenix, AZ to about 50 attendees at WFAD’s Global Drug Summit concurrent with the DARE International Conference;

- A 2-day, workplace-focused, universal prevention curriculum training to workplace stakeholders representing 9 countries attending the International Society of Substance Use Professionals (ISSUP) held in Vienna, Austria.

NDWA contributed an article that was published in the fall 2019 issue of *The Coalition*, the official publication of the National Narcotics Officers’ Association Coalition, entitled “The Changing Drug Free Workplace: It’s Complicated.” Over 40,000 members of the National Narcotics Officers Association Coalition were provided with information about how employers are challenged by marijuana legalization, high potency edibles, BHO cartridges, vaping, and CBD, and how they are negatively impacting workplaces and the lives of employees.





Youth

Drug Free America Foundation continues to commit to the youth in our communities as part of our mission at preventing drug use. By educating youth on the dangers of drug use and empowering them to make healthy choices, we are aiding in the construction of healthy and safe youth, which is an important objective of drug prevention.

Throughout 2019, DFAF presented to high risk youth and their parents at the Pinellas County Judicial Drug Court in Pinellas County, Florida, on the dangers and current trends associated with synthetic and designer drugs. With the rise in overdoses, deaths, and adverse health conditions associated with these drugs, our education efforts to this high risk population remains essential.

In celebration of Red Ribbon Week, DFAF conducted six interactive drug prevention sessions with students at Gulfport Elementary in Gulfport, Florida. These sessions were focused on teaching youth how to respond when approached by someone offering them drugs and underscored the importance of living drug free. Students signed a school banner as a pledge to be drug free and were provided with Red Ribbon stickers and bookmarks.



In 2019, DFAF took our Red Ribbon Week efforts international by providing resources to the Slum Child Foundation who hosted a Red Ribbon holiday party for 200 children in Nairobi's Korogocho slums. Our resources allowed families to receive a food donation and a small gift for each child. At the party, George, the Executive Director and past recipient of the Calvina Fay Moxie Award, talked to the kids about the importance of remaining drug free and what Red Ribbon Week was about. The party also provided a safe place for the kids to play, sing, and dance.





International

One of Drug Free America Foundation's greatest accomplishments in the international domain in 2019 was the creation of a talking point guide and visual guide on counter-narcotics. These guides are intended for international policymakers and stakeholders, will increase our international exposure, and promote the DFAF brand worldwide. By distilling the essence of evidence-based drug demand reduction strategies and placing that information at policymakers' fingertips, the guides are powerful and persuasive tools in the fight against drug policy liberalization.

Drug Free America further heightened its international presence throughout 2019 by

providing training and participating in several international conferences.

In March, Drug Free America Foundation attended the 62nd 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 public health and safety. While there, we partnered with Slum Child Foundation (Kenya), Recovered Users Network (Europe), and the Green Crescent (Turkey) to host a side event on drug policy advocacy efforts.



In June, DFAF's Executive Director, Amy Ronshausen, presented on workplace issues in the era of marijuana at the Global Drug Policy Summit in Phoenix, AZ, educating an audience of international substance abuse professionals and stakeholders on the some of the more nuanced aspects of marijuana legalization from the perspective of the American employer.



At the International Society of Substance Use Professionals July conference in Vienna, Drug Free America Foundation provided training on Drug Free Workplace Programs using a curriculum developed by DFAF earlier in the year. Participants came from all corners of the globe to attend this training and left equipped with the knowledge and skills necessary to implement Drug Free Workplace programs and policies in their home countries.



With strong academic collaborations, solid partnerships in place, and several exciting international projects on the horizon, DFAF is poised to become a major player on the stage of international drug demand eduction.





Advocacy

With over two decades of experience, Drug Free America Foundation continues to be a leading voice in all matters related to drug abuse prevention. We have accomplished this by furthering the conversation on key drug policy issues, 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 2019, DFAF and coalition members addressed their legislators regarding the importance of primary drug prevention funding, the vaping epidemic, and the public health and safety issues related to marijuana legalization.

Drug Free America Foundation works tirelessly to be a leading resource for all healthcare stakeholders. During 2019, DFAF provided

the expertise to guide local government leaders as they navigate the changing marijuana policy landscape and led local coalitions and volunteers across the nation in the fight against opioid abuse, vaping, and big marijuana through education, community outreach, and advocacy.



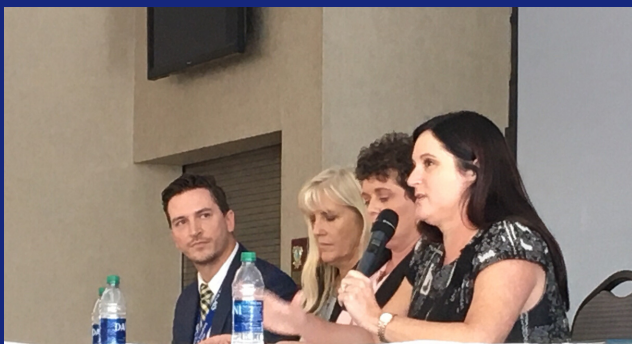
Our staff regularly meets with lawmakers at the local, state, and national level to provide current research and data on drug trends to advocate for policies that encompass community wellness. Preventing drug abuse, increasing access to treatment, and promoting recovery are the core principals of all of our advocacy work.



Professional Training

Drug Free America Foundation partnered with the Hillsborough County Anti-Drug Alliance to co-host the 7th Annual Southeastern U.S. Regional Drug Prevention Summit in Tampa, Florida. The summit brought together over 300 drug prevention and treatment professionals and provided attendees with drug trend education and prevention training.

Along with hosting summits, DFAF also participated in and presented at conferences as national leaders in drug policy and prevention. Such events in 2019 included the Faith-Based Mental Health and Substance Use Action Forum; Human Trafficking Symposium; International Conference on Drug Prevention, Treatment and Care; Lets Be Clear Drug Policy Summit; and the Global Drug Summit. In addition to conferences, DFAF contributed our expertise in webinars on current drug trends, drug free workplace policies, advocacy efforts, and marijuana policy.





Media

In 2019, DFAF implemented a communication strategy advocating for sound drug policy and providing information about the dangers of illicit drugs.

On January 22, representatives from DFAF, along with spokespersons from the Chicago Crime Commission, the Illinois Association of Chiefs of Police, and a former member of the White House Drug Czar's office, held a news conference to discuss the dangers of legalizing marijuana. The news conference was held to urge Governor JB Pritzker and the Illinois General Assembly to fully consider and prepare for the consequences before legalizing recreational marijuana in Illinois.

The news conference garnered national coverage from U.S. News & World Report; Chicago coverage from Chicago Tribune, Daily Herald, CBS2 Chicago, NBC5 Chicago, Fox 32 Chicago, CLTV, Univision, WBBM Radio, WGN Radio, WBEZ Radio, WSLR Radio, WXRT Radio; and downstate coverage from WICS-ABC Springfield, Fox TV Springfield, WREX ABC Rockford, Bloomington Pantagraph, WFUS-ABC Paducah, Fox2 St. Louis, and KMOX Radio in St. Louis.



Additionally, DFAF responded to numerous media inquiries on a variety of drug-related topics.

In May, DFAF and its media consultant won the prestigious Telly Award for Online Commercial in the category of Social Responsibility for their work on DFAF's Marijuana...Know the Truth campaign. The initiative consisted of a movie theater and digital advertising campaign that examines the connection between marijuana use, opioid abuse, and overdose, and pushed back on the false narrative that marijuana use is benign or even safe.

The campaign's initial messaging featured a thirty-second commercial that ran for 10-weeks in select movie theaters throughout the country. The commercial features Karen Bailey who told the story of how her son 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 viewed by thousands of visitors driven to the DFAF website through a cross digital and re-targeting advertising campaign. The movie theater ads were shown 742,570 times and the entire campaign delivered over 63,000,00 movie theater and digital impressions with 121,000 website visits.

In 2019, DFAF produced a new video for its Marijuana...Know the Truth campaign which highlighted the pertinent public safety and health concerns about legalizing recreational marijuana. The video featured data drawing an

irrefutable conclusion about the dangers of legalizing recreational marijuana and was distributed via a cross-platform digital advertising campaign that delivered over 10 million impressions.



This campaign targeted Illinois, a state that was considering legalizing recreational marijuana. The ads appeared on Facebook and personal devices including smartphones, laptops, and tablets, and drove views to DFAF's website where viewers were exposed to the campaign's Marijuana...Know the Truth Fact two-minute commercial. The buy consisted of a 4-week flight beginning February 4th and ran through March 4th.





Social Media

Lastly, social media was an essential outreach and educational tool for DFAF in 2019 that allowed us to share research, resources, news articles, and educational memes.

Social media is measured by impressions and for 2019, our digital reach was over 95,000 impressions on Twitter and over 147,000 people reached via Facebook.

Overall, DFAF has an impressive following. With just over 82,000 followers on Facebook, 2,500 followers on Twitter, and nearly 300 friends on our new Instagram account, we were able to generate 17,000 likes and impressions in 2019.



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DrugFreeAmerica



DrugFreeAmericaFoundation



Drug Free America Foundation



Research

This year was a resounding success for DFAF's research program and resulted in the launch of Dr. Mohr's Research Blog on the DFAF website. Every week, the most impactful medical and public health research on marijuana is identified. Regardless of complexity, these studies are explained and summarized in a way that is easily accessible and understood by those without a background in science. Additional commentary is also included discussing the relevance and implications for public health and prevention.

One of the most important aspects of DFAF's work in the research field is to develop relationships and collaborations with the academic community. This year, DFAF became part of the Substance Abuse Research &

Community Outreach (SARCO) collaborative at the University of South Florida. The purpose of the collaborative is to provide a multidisciplinary platform for the application of grant funding at the federal, state, and local level for substance abuse research and outreach activities.

Drug Free America Foundation continues to make an important contribution to the field of prevention through the many research products we produce that included:

- A review of the scientific merit of 'Tell Your Children' by Alex Berenson. The impact and reach of this review was much greater than anticipated! Arguments from this review are being used in testimony fighting legalization all over the country.
- Report on the impact of marijuana on traffic accidents and associated costs.
- Op-ed on the current state of evidence for medical marijuana.
- Development of several research-based one-pagers, including:
 - Physical Health Effects of Drug Use
 - Marijuana Rescheduling
 - Detrimental Effects of Smoked Marijuana
 - Vaping



Our Divisions

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 illicit drugs and alcohol.



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 Journal of Global Drug Policy and Practice

is 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.



International Task Force on Strategic Drug Policy (ITFSDP)

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.

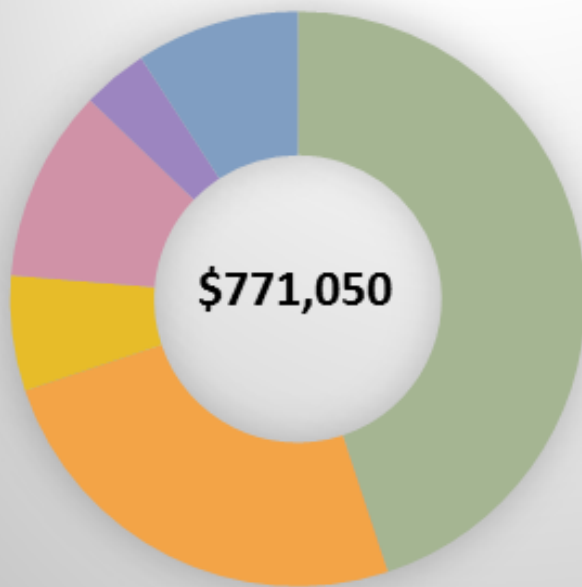
National Drug-Free Workplace Alliance (NDWA)

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 provider.



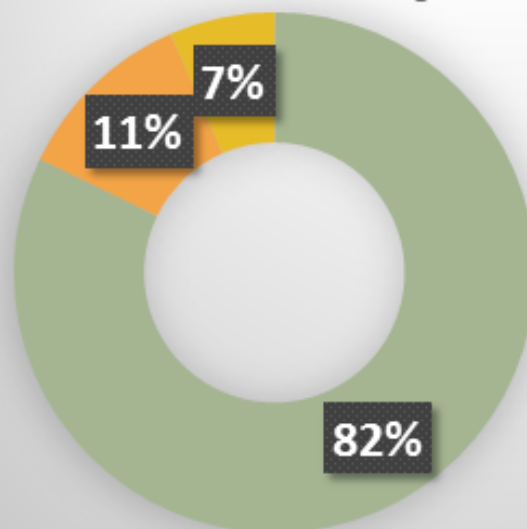
Finances

Income



- Contributions
\$346,495
- Grants
\$191,88
- Contributions - PSA
\$50,000
- In-Kind
\$83,610
- Special Events
\$28,321
- Other
\$70,736

Expenses



- Education
- Management and Operations
- Fundraising

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