



Partnership[™]
for Drug-Free Kids

Where families find answers

2015 Annual Report

We often say that ours is the business of heartbreak and hope. Heartbreak when a family has lost their son to the disease of addiction. Hope when another is celebrating their daughter's first year of recovery.

[We have been at work on this issue for 30 years](#), and we've seen an evolution in how we, as a country, view addiction. Substance use disorders have not always been treated as a public health epidemic. For too long, addiction was not treated like any other disease, but rather as a crime and a moral failing, treated with incarceration and lectures, rather than therapy and medicine as effective tools for recovery.

When the Partnership was founded in 1986, the focus on drugs was due to the rampant cocaine epidemic. Today, there's a renewed attention to drug use, driven by **[the opiate crisis](#)**, and now, judgment and prejudice are becoming less common in public commentary.

The Partnership is leading efforts to bring real change for families in need. We are dismantling the stigma previously associated with addiction. We are walking the halls of Congress to advocate for full funding of the new **[Comprehensive Addiction and Recovery Act](#)**. We are working with healthcare providers to promote better prescriber education and with patients to "Mind Their Meds," all with the goal of preventing medicine abuse.

Families are at the center of our work, and we are committed to helping those who are struggling with a son or daughter's substance use, offering information, support and guidance. We offer parents **[comprehensive resources at drugfree.org](#)**, including a Toll-Free Helpline (855-DRUGFREE) for families to call for support and peer-to-peer parent coaching.

As we look ahead to our next 30 years, we are not just helping parents address difficult questions, we are helping families find answers.

Thanks to you and your generous donations for helping millions of families, change the lives of a generation of kids.



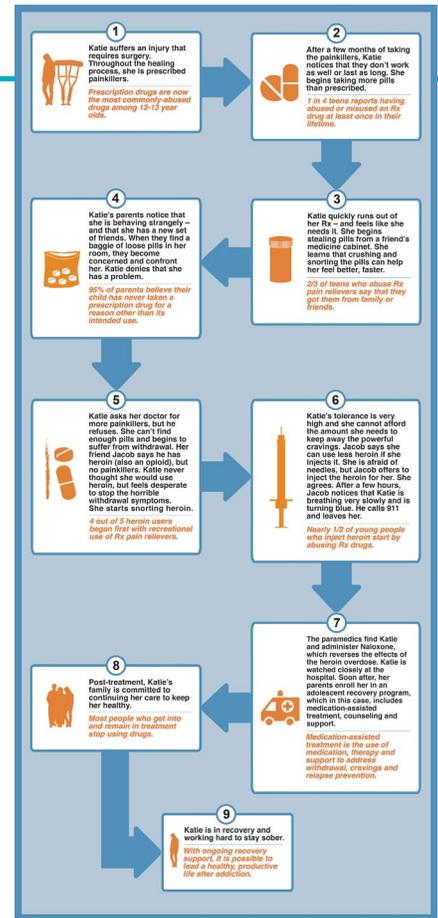
A handwritten signature in black ink that reads "M Taylor".

P.S. Take a look at our **[interactive timeline](#)**, which illustrates how the Partnership has evolved and responded to the emerging needs of parents and families over our history.

DRIVING AWARENESS AND ACTION AROUND THE COUNTRY'S OPIOID CRISIS

New Rx to Heroin Interactive Infographic

Nearly half of young people who inject heroin start by abusing prescription (Rx) drugs. To help parents understand this transition from teen Rx painkiller abuse to heroin, we developed an interactive infographic. Follow the journey of a teen, hear stories from families who have been down this road and find the tools to take action - whether you're a parent, health care provider, educator or community member. Click on the infographic to view it in its entirety. For more information, please view the [news release](#).



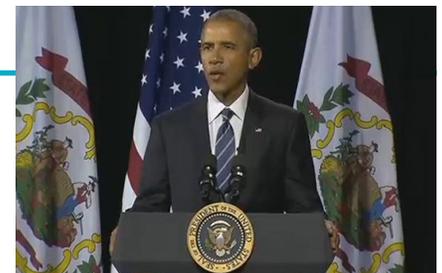
The Partnership Advocates with Families on Capitol Hill



The Partnership and our volunteer families participated in an advocacy day with key members of the House and Senate to garner federal support for the [Comprehensive Addiction and Recovery Act \(S.524/H.R.953\) \(CARA\)](#), legislation that would increase addiction prevention, treatment and recovery services. Our petition with nearly 5,000 signatures in support of CARA was hand-delivered to Members of Congress.

Joining The White House to Help End the Opioid Epidemic

President Obama announced a full-scale, head-on effort to combat the prescription opioid and heroin epidemic facing the country. We were integrally involved in the White House plans, particularly with our launch of a new [Safe Disposal Guide](#) for communities nationwide.



Parent Volunteers Work to Educate and Save Lives

Naloxone is a life-saving antidote used to combat an opioid or heroin overdose. Working with our parent volunteers, we offered free Naloxone trainings and kits to families in Morris County, New Jersey—just one example of our on-the-ground work to support families impacted by addiction.

HELPING FAMILIES IN A CHANGING DRUG LANDSCAPE

SPOTLIGHT ON:



Special thanks to Google for Helping Families Find Answers

So many of the parents we help have found us in the same way. They did a Google search. They may have typed in “I think my son is using drugs.” Others may have entered “teen drug use.” But whatever the vocabulary or verbiage, thanks to Google, families in need are finding answers and guidance from the Partnership for Drug-Free Kids because of increased visibility within search results. In fact, since 2014 we have had a remarkable 109% increase in web sessions originating from a Google search.

Google also supports us through community events and screenings, particularly around our new documentary, **BREAKING POINTS**, which explores the stress and pressure teens feel every day, and the unhealthy ways they cope, including the misuse and abuse of prescription stimulants. Google hosted screenings of **BREAKING POINTS** in California, Texas and New York in Spring 2016.

Our work truly isn't possible without corporate citizens like Google.

New App Helps Parents Learn about Drugs in Their Teen's World

We created a new, free “Drug Guide for Parents” smartphone app to help parents with comprehensive, up-to-date information on the drugs most commonly abused by teens.

The app includes color visuals; “street” name/slang term references; a detailed explanation of the known ingredients; short- and long-term side effects; a brief description of what each drug looks like and how it is used; and its federal classification.

GET THE APP



Marijuana Talk Kit: What You Need to Know to Talk With Your Kids About Marijuana

With the changing landscape around marijuana in our country, it's more important than ever for parents to protect their kids' health and development. Our informative guide helps parents face this often-challenging topic with their teens and equips them with the tools they need to have productive conversations with their kids. Click on the Marijuana Talk Kit to view it in its entirety. View the [news release](#) for more information.

Parent Workshops Addressing Teen Substance Abuse

We continued hosting parent and school workshops, gathering experts to offer advice and answer questions on dealing with teen marijuana use and prescription drug abuse, with presentations at the Harvard School of Public Health, Heard in Rye and Time Inc., among others.



PARTNERS AND CAMPAIGNS

Issue Brief: “Preventing Substance Abuse Among LGBTQ Teens”

Lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) teens may be twice as likely to experiment with drugs and alcohol. We partnered with the Human Rights Campaign Foundation to create an [issue brief](#) to help parents, educators and other youth-serving professionals understand the unique challenges (such as bullying and family rejection) that contribute to their elevated rates of substance abuse and to help get them the support they need. For more information, view our [news release](#).



New Creative Campaigns Launch as Part of Above the Influence



We launched two memorable, creative campaigns as part of the Above the Influence program. #WeGotYou is a multimedia campaign for teens that uses emojis to communicate the challenges of negative influences they may encounter in their lives. The initiative consists of an integrated campaign written in emojis and anchored in a mobile experience, empowering teens to live above the influence.

“Who Controls You” illustrates some of the pressures teens face, including peer pressure to drink and use drugs, issues with body image and bullying, among others. It uses a unique depth of field visual device and combines it with stop-motion storytelling. Representing negative influence, a large hand seemingly forces the characters to do things they otherwise would not have considered.

MLB and the Partnership Present Sixth Annual Commissioner’s Play Healthy Awards to Exemplary Youth Coach and Teen Athlete

Chad Smock, a youth coach from Hilliard, Ohio and Cameron Justice, a teen athlete from Dublin, Ohio, were honored by the Partnership and Major League Baseball Charities (MLB) with the [sixth annual Commissioner’s Play Healthy Awards](#). Judged by a panel of parents, coaches and sports industry professionals, Coach Smock and Justice were selected from a competition across the United States, Canada and Puerto Rico for their dedication to fair, drug-free play and an overall healthy lifestyle. The award recipients were recognized and presented their awards during the Partnership’s annual Winter Wish Gala.



Photo credit: Josh Wong Photography, LLC

L-R: Melanie LeGrande, Director of Community Affairs for Major League Baseball; Coach Chad Smock and Student-Athlete Cameron Justice

2015 FINANCIALS

We value the support and generosity of our funders and spend dollars prudently, with 98 percent of our spending going directly to programs. We leverage an \$7.2mm operating budget into \$84mm of contributed services, media time and space that allow us reach millions of families.

Measuring Effectiveness

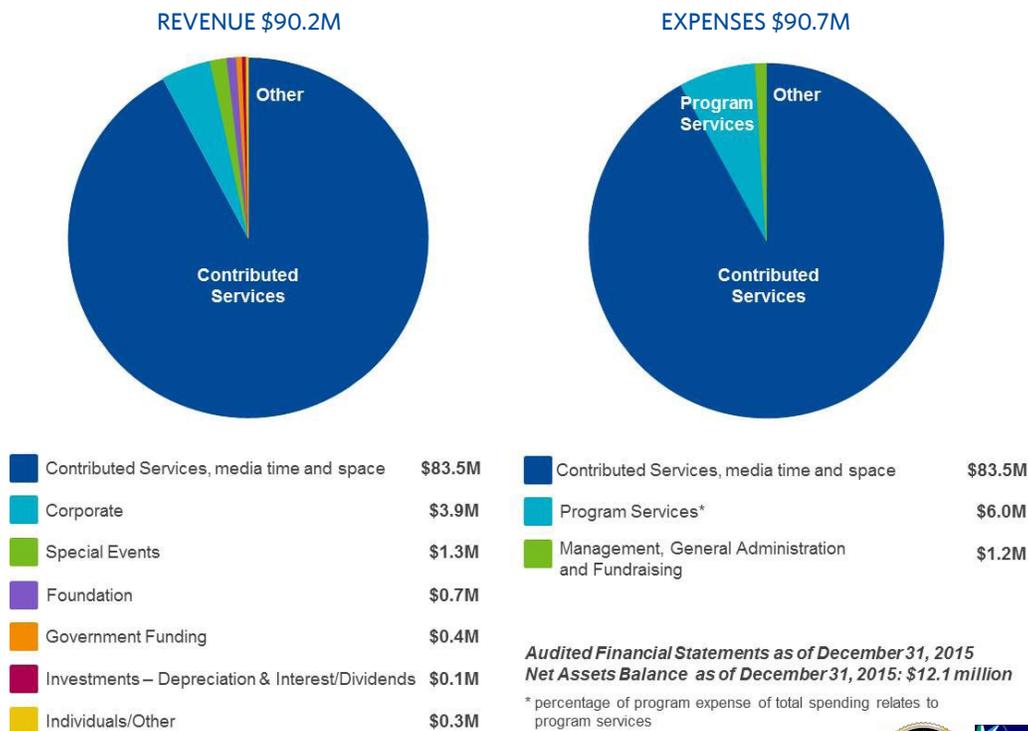
Each year, our Board of Directors reviews program metrics and assesses our effectiveness in achieving our mission. In 2015, more than 3.3 million families and individuals found the answers they needed to address teen substance use. Our parent support specialists have answered hundreds of calls to our Toll-Free Helpline (855-DRUGFREE), offering guidance and helpful resources to families in need.

Governance and Oversight

Partnership for Drug-Free Kids adheres to best practices of charity management and fundraising standards and consistently receives high marks from charity-monitoring and watchdog agencies, such as the Better Business Bureau's (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer board of directors is engaged and independent, providing leadership and oversight over operations and staff.

Independent Audit

The independent accounting firm KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of audited statements and our annual 990 tax return, prepared by Grant Thornton LLP, can be viewed online at drug-free.org, or you can request a copy by calling 212-973-3503.



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The Partnership for Drug-Free Kids also receives funding from these generous government agencies:

Drug Enforcement Administration (DEA)
Food and Drug Administration (FDA)
High Intensity Drug Trafficking Areas supporting the Heroin Response Strategy (HIDTA)
US Department of Justice - Office of Community Oriented Policing Services (DOJ - COPS)
Washington Baltimore High Intensity Drug Trafficking Area

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