

President's Message

As a leader and co-founder of Families Fighting Flu (FFF), it is my pleasure to bring you our 2013 Report of Activities.

I have been inspired every day by the generous gifts of time, talent, and treasure provided by our partners, sponsors, medical advisors and donors. Your contributions make a difference

in the lives of millions, by enabling us to continue our national public awareness campaigns to spread the word about the importance of vaccinating our children and families against influenza.

To ensure that our work continues, in 2013 FFF embarked on an expanded development program, engaging the services of an experienced part-time development consultant and adopting a new donor database management system. These steps have already resulted in a significant increase in support from individuals in 2013.

Also in 2013, through the initiative of Laura Scott, our Executive Director, we formed new collaborations with the Centers for Disease Control and Prevention, the National Association of School Nurses and the National Foundation for Infectious Diseases.

With generous funding from all of our supporters, we launched "Stay in the Game™," our largest multi-year awareness campaign to date, now running in national broadcasts and in print outlets. As always, we welcome your feedback and ideas.

On behalf the Board of Directors and the FFF "family," thank you for all you are doing to help FFF save lives.

Sincerely,



Richard Kanowitz
President

The mission of Families Fighting Flu is to save lives by protecting all children and their families against influenza.

Families Fighting Flu is a 501 (c)(3) nonprofit organization and is 100% dependent on charitable contributions.

About Families Fighting Flu

Families Fighting Flu was founded in 2004 by families whose children had suffered serious medical complications or died from influenza. Our supporters include health care practitioners and advocates committed to flu prevention. Through our short history, in honor of our children we have worked tirelessly to increase awareness about the seriousness of the disease, and reduce the number of childhood hospitalizations and deaths caused by the flu each year by being instrumental in advocating for broader flu vaccination recommendations for all children. We are proud to have played a significant role in the Centers for Disease Control and Prevention's (CDC) votes to change the influenza vaccination recommendations to eventually include everyone 6 months and older.

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Scott Gorenstein, M.D.	
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Executive Director

Laura Scott

Ways to Help Us Save Lives

Planned Gifts: Remember the Future. Any planned gift such as a Will, IRA, or Life Insurance Policy ensures our good work. Please consider FFF in your estate plans.

Gifts of Appreciated Property. FFF welcomes gifts of appreciated property, including stock.

Cash donations may be made online by visiting www.familiesfightingflu.org and clicking on DONATE NOW, or sending a check payable to FFF to the mailing address below. Credit cards welcome.

Contributions are deductible for federal income, estate and gift tax purposes.

Financial Report



Gary Stein
Treasurer

We are pleased to report that 2013 showed a **63% increase in individual donations** over 2012, due to a new fundraising program implemented in March of 2013. **Corporate grants increased by 65%**, thanks to our aggressive grant application program. While the year's total of \$46,614 from individuals is still small, especially compared to corporate grants of \$337,496, it does represent a growing funding base. FFF has an ongoing development plan in place to seek and secure new funding sources.

Although the national economic slump has taken a toll on FFF, as on most nonprofit organizations, we have maintained our annual positive cash flow and net income, as we did in 2013. We continue to operate responsibly with six months of operating capital available in conservative funds. FFF's complete financial report is available for review on our Form 990, at www.guidestar.org.



FAMILIES
FIGHTING FLU, INC.®

2013 Annual Report of Activities

*Working Together To Protect
Children Against the Flu*



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Tel: 703.533.7313 • Fax: 703.533.7314

www.familiesfightingflu.org

Thank You to Our Donors

Limited space only allows listing of \$100+ donors.

To view all donors, please visit our website at www.familiesfightingflu.org

2013 Challenge Campaign

Donors who responded to 2013 Challenge Campaign to fund a print PSA for "Stay in the Game."

\$17,000+

Richard and Alissa Kanowitz

\$10,000

Dr. Richard R. Redalen

\$1,000

Gary and Doris Stein

\$500 - \$999

The Ridgemont Montessori School, Inc.

Eric and Audra Cohen
Glenn and Julie Moise

Jeremy and Laura Scott
Deborah Wexler

\$250 - \$499

Margaret Harbour
Kennis and Joan Mann:
Kendra's Legacy Foundation

Todd B. Marcus
Kathleen Saeed
Lindsay Zaken

\$100 - \$249

Anonymous
Randi Culang
Todd and Toni Finger
Jennifer Fischman
Allison E. Friedland
Dr. Scott Gorenstein
Jodi Josephs
Evan and Trisha Knisely
Joe and Jennifer Lastinger

Joe and Serese Marotta
Joseph and Barbara Marotta
Katie L. McKinley-Rosen
Caroline D. Nussbaum
Ilisa Paul
Bradford Rothschild
Einat Sadka
Marin Weinberg

2013 Annual Fund

Donors to 2013 Annual Operating Fund.

\$500 - \$750

United Way Greater Twin Cities
Joe and Jennifer Lastinger
Dr. Matthew and Nancy Cory
Brad Gladstone

\$250 - \$499

Gary and Denise Palmer
Anonymous

Linda A. Wilson
Michael and Deborah Warsaw

\$100 - \$249

Betsy and Jonathan Martin
Lynn and Ken Gillies
Wendy Vittas
Jeremy and Laura Scott
Jennifer K. Pool & Christopher Miller
Joseph and Barbara Marotta

Michael A. Stein
Kenneth Barrette
Joe and Serese Marotta
Dale and Carolyn Hodges
American Academy of Pediatrics
(Illinois Chapter)

EDUCATIONAL PROGRAMS



New! Stay in the Game™

a multi-year national campaign to educate families about the seriousness of influenza and the importance of annual vaccination, was previewed in a live, interactive Virtual Summit on October 24th by approximately 100 participants, including advocates, health care professionals, and stakeholders. Shelle Allen and her daughter Madi Allen (featured above) shared the story of Madi's life-threatening experience with the flu, and FFF medical advisor Dr. Andrew Eisenberg provided expert answers to medical questions.

New campaign TV PSAs have had more than 7,800 airings across the country, reaching an estimated audience of 69.7 million. The print ad above appeared in a special insert in *USA Today* reaching an estimated readership of 1.2 million. New campaign Facebook ads garnered 1,693 new "likes" on the FFF Facebook page, reaching an audience of more than 53,000. To view the multimedia news release, visit <http://firstlinemedia.com/www/familiesfightingflu/>.

Audio PSAs and other videos are at <https://www.youtube.com/user/FamiliesFightingFlu>.

New! Keep Flu out of School

The Centers for Disease Control and Prevention (CDC) awarded a \$500,000 cooperative agreement over a five-year period (\$100,000 for year one) to the National Association of School Nurses (NASN), FFF, and the National Foundation for Infectious Diseases – Childhood Influenza Immunization Coalition (NFID) to promote, strengthen, and enhance influenza prevention efforts among elementary school students, their parents, and teachers. During year one, partnerships were developed with 53 elementary schools and 21 schools nurses in Chicago Public Schools. Educational materials were sent to schools and classrooms (925 Spanish and 3,255 English coloring books; 106 each CDC Spanish and English posters). To learn more, read the press release at <http://bit.ly/1m8qJbn>.

Thank You to Our Corporate Sponsors 2013

Novartis Vaccines & Diagnostics, Inc.
Sanofi Pasteur
MedImmune
Genentech
Clorox
Centers for Disease Control and Prevention (CDC)

Note: FFF does not advocate on behalf of any flu manufacturers or endorse any specific flu vaccine.

To learn more about FFF, email contact@familiesfightingflu.org
call 703.533.7313 or visit www.familiesfightingflu.org

Say "Boo!" to the Flu

continued in its 9th year as a collaborative campaign with our longtime partners: The Clorox Company and the Visiting Nurse Associations of America. The materials and "how-to" guide are available at <http://sayboototheflu.com/>.



Outreach

Media Interviews. FFF continued its strong media outreach in 2013 to include numerous media interviews with outlets such as the Associated Press and *The Wall Street Journal*.

Public Speaking Engagements. Stakeholders Richard Kanowitz, Gary Stein, Serese Marotta and Shelle Allen presented our messages at 8 events to audiences in Illinois, New Jersey, New York, and North Carolina.

Promotional Materials. Thousands of free brochures, post cards, and posters urging vaccinations were distributed to subscribers through FFF's online Resources Center at <http://www.familiesfightingflu.org/resources/flu-materials/> & <http://www.familiesfightingflu.org/stay-in-the-game/>.

