



2017 Annual Report of Activities

Protecting Children, Families, and Communities Against the Flu



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

Message from Our Chief Operating Officer



Serese Marotta
Chief Operating Officer

To our advocates, donors, and partners, it is my pleasure to present you with the Families Fighting Flu 2017 Annual Report of Activities that highlights our organization's educational initiatives and accomplishments over the past year.

In 2017, FFF continued its *Keep Flu out of School and Stay in the Game™* educational and awareness campaigns, reaching millions of people through various communication platforms such as traditional, social, and digital media, including our newly updated website! These successful campaigns were made stronger through our continued partnerships with the Centers for Disease Control and Prevention, the National Association of School Nurses, the National Foundation for Infectious Diseases, the National Association of Pediatric Nurse Practitioners, and HealthyWomen, along with many other stakeholders.

Thanks to our corporate sponsors and donors, in 2017 FFF remained a strong voice with our flu awareness and prevention messaging that included our personal stories as a way to illustrate the potential seriousness of flu and the critical importance of annual flu vaccination for everyone six months and older.

Our advocacy efforts were focused not only on children, adolescents, and young adults, but also on adults, seniors, and healthcare professionals to illustrate the need for 'community immunity', because we know that the flu can be serious for anyone regardless of age or health status.

On behalf of our Board of Directors, thank you for your support of FFF as we continue to educate, advocate, and save lives. As always, we welcome your feedback, ideas, and participation in our work; please feel free to contact us!

Sincerely,

Serese Marotta

Educational Programs

Keep Flu out of School



Year 5 of our five-year, cooperative agreement with the Centers for Disease Control and Prevention (CDC), the National Association of School Nurses (NASN), and the National

Foundation for Infectious Diseases – Childhood Influenza Immunization Coalition (NFID) has been a continued success in elevating flu prevention efforts amongst elementary-aged school children, their parents, and teachers. Year 5 focused on schools in Springfield, Missouri and Milton, Florida, reaching over 1,500 students and providing them with over 4,500 pieces of flu-related educational materials, including a new flu vaccine FAQ sheet. A new school nurse e-toolkit was developed and piloted in four demonstration sites including Springfield, MO; Milton, FL; Tacoma, WA; and Selbyville, DE. FFF and partners also continued to be strong voices on social media channels, reaching more than 1 million people with flu-related messaging in Year 5!

New Website

FFF designed a new, more user-friendly website in 2017! It's filled with great information such as flu facts, family stories,



and details about our educational programs. It also features downloadable flu-related resources such as posters, infographics, and toolkits. You can also view our multimedia resources here, including family video testimonials and public service announcements.

Healthcare Professional Toolkit

As part of our *Stay in the Game™* program, FFF continued to partner with the National Association of Pediatric Nurse Practitioners (NAPNP) and HealthyWomen to launch a new healthcare professional (HCP) e-toolkit in English and Spanish. This e-toolkit aims



to arm and educate HCPs to better understand how they have a profound and real impact on a person's decision to receive an annual flu vaccination. Components of the toolkit include a firsthand perspective from a pediatric nurse practitioner about flu vaccination, personal stories of families significantly impacted by the flu, conversation talking points for healthcare professionals related to flu vaccination, flu facts and statistics, and educational materials to share with patients. The e-toolkit was disseminated to over 150 stakeholders and promoted through traditional, social and digital media communication channels, reaching more than 15 million people!

Protecting Grandparents from Flu



To highlight the need for annual flu vaccination across the lifespan, FFF developed a series of multi-generational digital stories and a new infographic focused on the importance of flu prevention for seniors and their families. The digital stories focus on the Miller and Mann families who share personal perspectives related to their devastating experiences with flu to remind others why flu prevention is a family affair. The new infographic contains flu-related information for seniors aged 65+, who represent a significant portion of people seriously affected by flu every year. These new resources were promoted through traditional, social, and digital media channels, including placements in the *Los Angeles Times*, *Houston Chronicle*, *Chicago Tribune*, and *Baltimore Sun*, reaching a potential audience of over 165 million people!



Thank You to Our Donors

2017 Annual Fund

The following is a list of \$100+ donors to our unrestricted 2017 annual operating fund. To view all donors, please visit our website at www.familiesfightingflu.org.

Visionaries (\$5,000)

Richard and Alissa Kanowitz:
The Amanda Kanowitz Foundation
Joe and Serese Marotta

Sustainers (\$500-999)

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Joe and Jen Lastinger
Deborah Wexler, M.D. and Michael Mann

Supporters (\$250-499)

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Contributors (\$100 – 249)

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Cargile Family	Robert Metcalf III
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Bonnie Deutsch	Kenny and Bonni Waters
Claude Hanley	Richard Yu

Pacesetters (\$2,000-4,999)

Jennifer K. Pool and Christopher Miller
Bill and Deb Ward

Challengers (\$1,000-1,999)

Kennis and Joan Mann:
Kendra's Legacy Foundation
Gary and Doris Stein

Thank You to Our 2017 Corporate & Government Sponsors:

AstraZeneca Pharmaceuticals
Bombshell Beer Company
Centers for Disease Control and Prevention (CDC)
Genentech
GlaxoSmithKline
Holly Springs Pharmacy LLC
Quidel
Sanofi Pasteur, U.S.
Seqirus Inc.
AmazonSmile Foundation
Giving Assistant
Goodshop

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

Rock Out the Flu

Doris and Gary Stein orchestrated FFF's fundraising event on February 25, 2017, which raised more than \$49,000 for the organization! Thanks to all that attended and made this event so successful! A special thanks to our event sponsors:

DIAMOND

Bobby Van's Grill
Optimity Advisors
National Foundation for Infectious Diseases

GOLD

Immunization Action Coalition

SILVER

A&M
Kristina Park
Magellan Health
Mitchell Eye Institute
Navigant
Stein Family
Wells Fargo Advisors

BRONZE

Biagioni Family
Casey Nolan
Feinstein Kean Healthcare
Marenburg Family
Molly Wilkinson
Nancy Ross
Willcox Family

Outreach



Our multi-year national flu awareness campaign, *Stay in the Game*™, reached millions of people this year through multiple communication channels

including traditional (broadcast and print), social, and digital media. Because many people today get their news from social media channels, FFF increased its social media presence on Facebook and Twitter in an effort to keep people informed of flu-related news, information, and FFF activities. In fact, our audiences grew by 18% on Facebook and 27% on Twitter, with a significant increase in impressions, engagements, and clicks! As always, the sharing of our personal stories on social and digital media channels garnered the most interest, proving these stories are critical to educating the general public about the seriousness of flu and the importance of annual flu vaccination for everyone six months and older. FFF also reached 2 million people through online advertising with Google.

Earned Media

FFF continued to be a valuable resource for the media in 2017. FFF President, Richard Kanowitz, was interviewed on a local CBS station in New York City (local 1055 news with Richard Rose) in November 2017; and FFF COO, Serese Marotta,

was interviewed on a local NBC station in Syracuse, NY in September and December 2017. FFF family members and advocates were featured in numerous print and digital publications in 2017, ranging from guest blogs (e.g., Shot of Prevention, ResearchAmerica!, National Foundation for Infectious Diseases) and newsletters (e.g., Georgia Chapter of American Academy of Pediatrics, Children's Hospital of Philadelphia), to magazines (The Georgia Pediatrician), traditional news outlets (e.g., NewsDay, PBS Newshour, CNY Central), and websites (HealthyChildren.org).

A Media Planet insert in USA Today featured FFF family member Gianna Wehrkamp's story in December 2017, reaching more than 750,000 readers in New York, Los Angeles, Chicago, Washington D.C., and Baltimore.

Advocate Engagements

FFF advocates Joan Mann, Katie Rosen, Alissa Kanowitz, Serese Marotta, and Joe Lastinger shared their personal stories live at several conferences in New York, Georgia, and Texas. Serese Marotta participated in a Voices for Vaccines podcast with Dr. William Schaffner and Dr. Nathan Boonstra. Jennifer Miller participated in a live webinar for parents with the Boston Mamas Facebook group; and Shelle

Allen participated in a webinar for pediatricians with EverThrive and the Illinois Chapter of the American Academy of Pediatrics. Serese Marotta participated in a radio media tour that was broadcast in major markets across the country. In addition, numerous other FFF advocate stories were shared on social and digital media.

Promotional Materials

Over 3,500 pieces of educational materials including posters, brochures, postcards, flyers, bookmarks, stickers, magnets, and educational worksheets were distributed across the country through FFF's Resources Center.

Our Weekly Flu News and quarterly newsletter, *Fighting Influenza*, were distributed to over 1,500 people on a regular basis in 2017. To sign up for these communications, please visit our website.

New Partnerships

In 2017, FFF formed a new partnership with the Children's Hospital of Philadelphia (CHOP) to raise flu awareness using the award-winning documentary *Hilleman: A Perilous Quest to Save the World's Children*. FFF also partnered with Sickweather, developer of the world's first real-time map of illness, to provide people with another tool to fight influenza, beyond annual vaccination.

About Families Fighting Flu

The mission of Families Fighting Flu is to save lives and reduce hospitalizations by protecting all children and their families against influenza. Founded in 2004, FFF advocates include families whose children or loved one died or suffered serious medical complications from influenza, as well as healthcare professionals and other advocates dedicated to flu awareness and prevention. We work tirelessly to increase awareness about the seriousness of the disease and emphasize the critical need for annual flu vaccinations for everyone six months and older. FFF develops educational and outreach materials and works in collaboration with community partners to help increase annual flu vaccination rates for children and their families. To learn more about FFF, visit www.familiesfightingflu.org.

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Ways to Help Us Save Lives

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

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

Donations may be made online at www.familiesfightingflu.org. Credit cards and recurring contributions are welcome! You may also send a check to the mailing address below.

Volunteer! Contact us to find out how to donate your time to our cause!

Shop Online! Open accounts with AmazonSmile, GoodShop, or Giving Assistant and choose FFF as your cause at no additional cost to you.

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

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

Financial Report



Gary Stein
Treasurer

We are pleased to report that 2017 was a strong year for FFF, with individual contributions over \$86,000, foundation grants over \$6,000, and corporate and government grants of \$273,879. We are deeply grateful for our donors, corporate sponsors, and collaborative partners whose generosity supports our crucial, life-saving efforts.

FFF continues to maintain an annual positive cash flow and net income. FFF continues to operate responsibly, with six months of operating capital available in conservative funds.

We strive to allocate at least 80% of our funds to program-related expenses. FFF's complete financial report is available for review on our Form 990 at www.guidestar.org.