



FAMILIES  
FIGHTING FLU, INC.

# 2015 Annual Report of Activities

*Working Together to Protect Children Against the Flu*



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

## President's Message

It is my pleasure to present the Families Fighting Flu 2015 Annual Report of Activities.

2015 was a year of change for FFF. We appointed Maril Olson as our new Executive Director, and spent much of the year ensuring a smooth transition. We maintained key collaborations with most of our partners, including the Centers for Disease Control and Prevention, the National Association of School Nurses, and the National Foundation for Infectious Diseases. Our flu awareness effort targeted to college students expanded to five colleges and universities, and *Stay in the Game*<sup>™</sup>, our national awareness campaign, continues to run in national broadcast and print outlets, thanks to the generous support of our corporate sponsors.

We're looking forward to a strong 2016, continuing current programs and engaging with new partners. We welcome your feedback, ideas, and participation in our work; please feel free to contact us!

As a leader and co-founder of Families Fighting Flu (FFF), and on behalf of the Board of Directors, I'd like to thank you for all you do to help FFF save lives. We appreciate your continued support.



Richard Kanowitz  
President

Sincerely,

Richard Kanowitz

## Educational Programs

### Knock Out the Flu

While college students are at a high risk of getting and spreading the flu, vaccination rates remain low. This year, FFF partnered with Seqirus to expand its college-aged flu awareness campaign to five campuses: Temple University; University of Florida; University of Rhode Island; Texas A & M; and Auburn University.

In October and November, we provided health-focused student groups at the five universities with communications strategies, tools, and print and digital materials to help spread the word among their peers. Overall, we accomplished the following:

- Distributed more than 1,000 vouchers for free flu vaccinations;
- Delivered more than 200 flu shots at Temple University via a free clinic with Student Health Services and an appearance by 76er Nerlens Noel;
- Reached more than 75,000 students with flu prevention messages delivered at meetings and vaccination myth-busting sessions;
- Had 430 students take photos in front of a custom mural and share the message via social media using the campaign hashtag #KnockOutFlu;
- Reached an audience of nearly 1 million through social media, including Twitter, Instagram, and Facebook; and
- Reached an audience of nearly 10 million with the *Mom Knows Best* PSA delivered on Facebook, Hulu, and Pandora during the holiday break.

### Keep Flu out of School (KFOS)

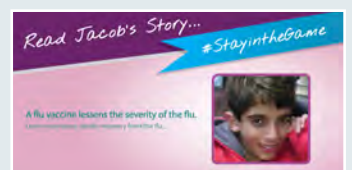
Now in Year 3 of a five-year, \$500,000 cooperative agreement from the Centers for Disease Control and Prevention (CDC), FFF is working with the National Association of School Nurses (NASN) and the National Foundation for Infectious Diseases – Childhood Influenza Immunization Coalition (NFID) to promote flu prevention efforts among elementary school students, their parents, and teachers. This year, KFOS partnered with 15 public schools in Chicago, IL; Springfield, MO; and Santa Rosa County, FL to reach 4700 children in 168 classrooms. FFF developed and disseminated 7000+ copies of new materials in English and Spanish to support this effort, including a flyer for parents featuring family stories, and worksheets for grades K-2 and 3-5. User Guides accompany the worksheets, ensuring that teachers and other adults have accurate information and are prepared to answer questions. All new materials are now available on the FFF website. Please share them with a teacher you know!



### Stay in the Game<sup>™</sup>

*Stay in the Game*, our multi-year national public education campaign, continues to strengthen our social media presence. In addition to a steady stream of Facebook posts and Tweets, an ongoing paid social media campaign featuring Amanda Kanowitz, Jacob Nuland, and Madi Allen is directing audiences to the FFF website and YouTube channel. With hundreds of thousands of impressions, this Facebook and Twitter campaign is reaching ever-larger audiences.

A new listicle, "[5 flu facts to 'Stay in the Game' this flu season](#)" communicates important information about the flu. With 1000+ placements, including the LA Times, San Francisco Gate, and Houston Chronicle, the information reached an estimated audience of almost 50 million people.



# Thank You to Our Donors

## 2015 Annual Fund

The following is a list of \$250+ donors to our unrestricted 2015 annual operating fund. FFF would like to extend special thanks to the many family, friends and colleagues who donated generously in memory of former Executive Director, Laura Harbour Scott. To view all donors, please visit our website at [www.familiesfightingflu.org](http://www.familiesfightingflu.org).

### Visionaries (\$15,000)

Richard and Alissa Kanowitz

### Pacesetters (\$1,500+)

Karl and Kirsten Bream

Rick and Lynn McNabb

Nan Meg

### Challengers (\$1,000 - 1499)

Kenneth and Mayee Barrette

Friends and Family of Cayden Smith

Nancy Ross

Kristin and Doug Sharpe

Deborah Wexler

### Sustainers (\$500-999)

Michael Brennan  
Russell Manns and Karen Dale  
Kelly Hamilton  
Jeff Hamlin  
Immunization Action Coalition  
Deena Krulewitz

### Supporters (\$250-499)

Alembic Unlimited  
American Academy of Pediatrics  
(Illinois Chapter)  
Sue Andres  
Blair Bedell  
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Dr. Matthew and Nancy Cory  
Mike DeBelle  
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Kennis and Joan Mann: Kendra's  
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Tom and Norma Roberts Family  
Gwenn and David Rosener  
Sami Satouri  
Robin and Chris Steis  
The Community Foundation for  
the National Capital Region  
Heidi Veltman  
Anonymous

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

## Outreach

**Media Interviews.** FFF maintained a strong media presence. Richard Kanowitz was interviewed in October for The Journal News and appeared in an ABC7NY news story on December 17, 2015 (<http://abc7ny.com/health/blocked-judge-nixes-nyc-flu-vaccine-requirement-for-preschoolers/1126379/>).

A Media Planet special insert featuring Caroline Miller appeared in USA Today and online in December, reaching 750,000 potential readers. Visit <http://www.futureofpersonalhealth.com/prevention-and-treatment/one-familys-close-encounter-with-influenza> to read the Miller's story.

**Advocate Engagements.** FFF advocates Shelle Allen, Lisa Cargile, Joe Lastinger, Amber McCarthy, Serese Marotta, Jennifer Miller, and Gary Stein shared their stories live, virtually, and in print to audiences across the country.

**Promotional Materials.** Thousands of free brochures, post cards, and posters urging vaccinations were distributed through FFF's Resources Center at [www.familiesfightingflu.org/resources/flu-materials/](http://www.familiesfightingflu.org/resources/flu-materials/) and [www.familiesfightingflu.org/stay-in-the-game](http://www.familiesfightingflu.org/stay-in-the-game).

## Rock Out the Flu

Our fundraising event on November 20 in DC was a huge success, raising just over **\$40,000**. Kudos to FFF Board of Directors members Doris and Gary Stein for all of their hard work spearheading this amazing effort!

### Thank you to our event sponsors:

#### Diamond (\$15,000)

Bobby Van's Grill  
Optimity Advisors

#### Platinum (\$3000)

Barrette, Bissetta and Park Families  
Immunization Action Coalition

#### Gold (\$1500)

CareFirst BlueCross BlueShield  
Magellan  
Dr. Emily Morin/Mitchell Eye Institute  
Doris and Gary Stein

#### Silver (\$500)

Kaan and Beth Aslansan  
Feinstein Kean Healthcare  
National Foundation for Infectious Diseases (NFID)  
Molly Wilkinson

## Thank You to Our 2015 Corporate & Government Sponsors:

AstraZeneca Pharmaceuticals, Genentech, Seqirus, Centers for Disease Control and Prevention (CDC), AmazonSmile Foundation, Goodshop, Good Street

## About Families Fighting Flu

The mission of Families Fighting Flu is to save lives by protecting all children and their families against influenza. Families Fighting Flu was founded in 2004 by families whose children had suffered serious medical complications or died from influenza. In honor of our children, we work tirelessly to increase awareness about the seriousness of the disease and reduce the number of childhood hospitalizations and deaths caused by the flu by increasing flu vaccination rates. FFF develops educational and outreach materials, works in collaboration with community partners to vaccinate children, and advocates for public policies that support our mission. Our supporters include health care practitioners and advocates committed to flu prevention. To learn more about FFF, visit [www.familiesfightingflu.org](http://www.familiesfightingflu.org).

## Board of Directors

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Joe Marotta  
Serese Marotta, Secretary  
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Adrienne Randolph, M.D., M.Sc.  
Dawn Tomac, BSN, RN, CIC

## Executive Director

Maril Olson, MSW

## 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.

**Cash donations** may be made online at [www.familiesfightingflu.org](http://www.familiesfightingflu.org) and clicking on DONATE NOW. Credit cards and recurring contributions are welcome. You may also send a check to the mailing address below.

**Shop Online!** Open accounts with [Goodshop](#) and [AmazonSmile](#) and choose FFF as your cause.

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 2015 was another strong year for FFF, with individual donations reaching just over \$80,000 and corporate and government grants of \$142,000. These funds reflect the efforts of our ongoing development plan and partnerships for work at the community, state, and national levels. We are 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 operates 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](http://www.guidestar.org).