

President's Message

As a leader and co-founder of Families Fighting Flu (FFF), it is my pleasure to present our 2014 Annual Report of Activities.

2014 was an exciting year for FFF. We embarked on a new programming initiative with Healthy Schools, LLC in Florida while maintaining a key collaboration with the Centers for Disease Control and Prevention, the National Association of School Nurses, and the National Foundation for Infectious Diseases. We partnered with TheraFlu™ to raise funds and awareness via a very successful social media campaign and helped create several new PSAs, including one targeted to college-aged adults. *Stay in the Game™*, our national awareness campaign, continues to run in national broadcasts and in print outlets, thanks to the generous support of our corporate sponsors. As always, we welcome your feedback, ideas, and participation in our work.

We are deeply saddened by the death of Laura Scott, and are committed to building on her tireless efforts of the last ten years in 2015 and beyond. On behalf of the Board of Directors and Families Fighting Flu, thank you for all you do to help FFF save lives and we appreciate your continued support.

Sincerely,



Richard Kanowitz



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

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.

Board of Directors

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Joe Marotta	Doris Stein
	Gary Stein, Treasurer

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Interim Executive Director

Maril Olson, MSW

Ways to Help Us Save Lives

Cash donations: Credit card donations may be made online at www.familiesfightingflu.org and clicking on DONATE NOW. Recurring contributions are welcome. You may also send a check payable to FFF to the mailing address below.

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

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

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

You can also support FFF when you shop online! Go to www.GoodShop.com to open an account and choose FFF as your cause.

Financial Report



Gary Stein
Treasurer

We are pleased to report that 2014 was another strong year for FFF, with individual donations reaching just over \$30,000 and corporate grants of \$244,845. 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.



FAMILIES
FIGHTING FLU, INC.®

2014 Annual Report of Activities

*Working Together to Protect
Children Against the Flu*



In Memoriam



Laura Scott

On March 3, 2015, Families Fighting Flu lost our long-time Executive Director and co-founder, Laura Scott. Laura was the heart and soul of the organization for the past ten years; she helped launch Families Fighting Flu and it was her hard work, dedication, and brilliance that enabled our tremendous success. Even though she did not personally lose a child to influenza, her love and support helped us channel our grief into a meaningful legacy that honored our children and made a difference. Laura truly was a hero who made the world a better place. She was an incredible wife, mother, and friend to us all. She was dearly loved and will be deeply missed.

The Families Fighting Flu Board of Directors

4201 Wilson Blvd., #110-702, Arlington, VA 22203
1-888-2ENDFLU (1-888-236-3358) • contact@familiesfightingflu.org

www.familiesfightingflu.org

2014 Annual Fund

The following is a list of \$100 + donors to our unrestricted 2014 annual operating fund. To view all donors, please visit our website at www.familiesfightingflu.org.

Visionaries (\$15,000)

Richard and Alissa Kanowitz

Pacesetters (\$2,000+)

Joe and Serese Marotta

Challengers (\$1,000)

Karl Bream
The Fass Law Firm, PC
Jennifer K. Pool and Christopher Miller
Gary and Doris Stein

Sustainers (\$500-99)

Dr. Matthew and Nancy Cory Herb Crosby Eric Diamond	Kennis and Joan Mann: Kendra's Legacy Foundation Lighthouse Lanes, LLC Jeremy and Laura Scott	Jennifer Trentini and Anthony Ramirez Deborah Wexler
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Supporters (\$250-499)

Adobe American Academy of Pediatrics (Illinois Chapter) Ronald and Rose Fass	Brad Gladstone Margaret Harbour Joe and Jennifer Lastinger	Schlanger Family Richard and Stacey Shafritz Michael and Deborah Warsaw
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Contributors (\$100-249)

Dr. Jon S. Abramson Anonymous (2) Jay and Carolyn Apisa Cargile Family Donna and Leroy Carr Becki, Olivia and Natalie Cedrone Ms. Sarah D'Imperio EverThrive Illinois	Futterman Family Jo Anne and Elliot Goldberg Larry, Maria, Ben and Lexi Hoffman Bonnie and Daniel Katz Sue and Pete Klein Knisely Family Krinick Family Joseph and Barbara Marotta	Mr. and Mrs. Todd Muhlstock Rosh Family Lisa and David Silverstein Laura and Evan Slater Mary Ellen and Michael Stein Rosanna Sutherland Will Watson Linda A. Wilson Daphne Zuckerman
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Thank You to Our
2014 Corporate Sponsors

Novartis Consumer Health
AstraZeneca Pharmaceuticals
Sanofi Pasteur
bioCSL
Genentech
Centers for Disease Control and Prevention (CDC)
Optimity Advisors
AmazonSmile Foundation

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

Outreach

Media Interviews. FFF continued its strong media presence with interviews with The Wall Street Journal, ABC.com, national network affiliates in Florida, Pennsylvania, and New York, The Journal News, multiple local radio stations and more. A Media Planet special insert appeared in USA Today in New York, Washington D.C., Philadelphia, Chicago, St. Louis and Los Angeles with a circulation of approximately 450,000 copies and an estimated readership of 1.3 million.

Public Speaking Engagements. Stakeholders Shelle Allen, Julie Moise, Gary Stein and Laura Scott presented our messages both live and virtually to audiences in Illinois, Washington, DC, and Maryland.

Promotional Materials. Thousand of free brochures, post cards, and posters urging vaccinations were distributed though FFF's online Resources Center at www.familiesfightingflu.org/resources/flu-materials/ & www.familiesfightingflu.org/stay-in-the-game/.

Keep Flu out of School (KFOS)

Now wrapping up Year Two 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. In this second year, KFOS continued its partnership with Chicago Public Schools and expanded to Springfield Public Schools (MO). FFF provided age-appropriate classroom materials in both English and Spanish to support this effort at 41 schools in Chicago and 37 schools in Springfield.



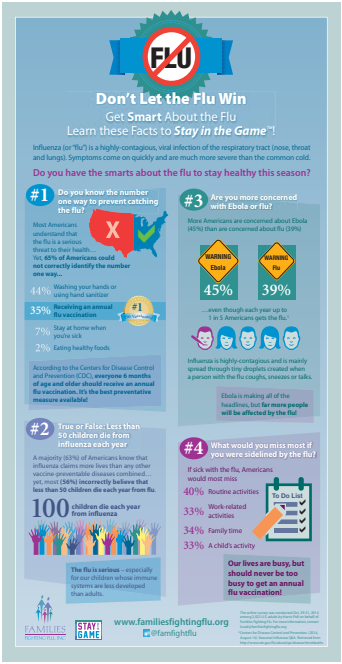
Stay in the Game™

Stay in the Game, our multi-year national public education campaign continues to reach ever-larger audiences. FFF worked with Harris Interactive to execute a survey to examine consumer perceptions of flu and to identify opportunities to provide consumer-friendly education about the seriousness of influenza and the importance of vaccination. The survey identified serious disconnects in consumer perceptions about flu prevention.

An infographic and a listicle, “6 Reasons the Flu Should Not Be Ignored,” visually communicate the key findings of the survey. With 1,061 placements, including in the LA Times, San Francisco Gate, Houston Chronicle, and the Chicago Tribune, the information reached an estimated audience of more than 51 million people. To see the survey results, the infographic, and the listicle, visit www.familiesfightingflu.org/stay-in-the-game/fl-survey.

FFF continued to strengthen its social media presence. A Twibbon (a small icon or logo) allowed Facebook and Twitter users to express their support for flu vaccination

– 160 social media users added the FFF Twibbon, reaching 8,480 people. FFF also maintained a steady stream of Facebook posts and Tweets with links to the website, and a blog post by FFF executive director Laura Scott ran in the Huffington Post Healthy Living section.



New! Teach Flu a Lesson

FFF embarked on an exciting new partnership with Healthy Schools, LLC to *Teach Flu a Lesson* in Florida. This new education and action-oriented program provides school-located flu vaccination clinics (SLVC) as well as valuable resources for schools to educate parents about the critical need for annual flu

vaccination. The program vaccinated more than 200,000 school-aged children in 31 counties against the flu.

New! Moms Know Best PSA

To educate college-aged young adults and encourage vaccination against the flu, FFF partnered with bioCSL, Inc. and Alana's Foundation to create *Moms Know Best*, a new PSA. An estimated 90,000 Michigan college students saw the print PSA in 11 campus newspapers and the YouTube PSA garnered more than 22,000+ views. All of our video and audio PSAs are available at www.youtube.com/user/FamiliesFightingFlu.

New! Theraflu
Fluprint Program

FFF partnered with Novartis Consumer Health, Inc. and Nick Cannon, entertainer and father of two, to launch the Theraflu® Fluprint™ program, a five-step action plan (LEARN, VACCINATE, PREPARE, TREAT and SHARE) to help families get flu-ready. For every Like on the Theraflu® Facebook page, Novartis Consumer Health, Inc. donated \$1 up to \$100,000 to Families Fighting Flu!

