

Families Fighting Flu is more than who we are. **IT'S WHAT WE DO!**

Families Fighting Flu is not just our name — it's who we are, what we stand for, and what we do. For the past 16 years, Families Fighting Flu has worked to increase awareness about the seriousness of flu and reduce the number of flu-related hospitalizations and deaths by encouraging flu prevention, diagnosis, and treatment, including annual flu vaccination.

President's Message

To our advocates, donors, sponsors, and partners,

It is my pleasure to present you with our 2019-2020 Flu Season Report. As we reflect on the work that took place during this past flu season, we are equally humbled and inspired by our advocates and partners who work tirelessly to help protect public health. Our organization observed its 15-year anniversary in 2019 and as we look back on our accomplishments and the number of people we have touched and supported over the years, we could not be more proud!

In 2019, FFF continued to develop educational programs, resources, and partnerships to reach a variety of audiences, including school-age children, adults, parents and caregivers, pregnant women, seniors, and healthcare professionals. Of note, FFF launched its Flu Champion program in 2019 and to date it has been a tremendous success, engaging advocates at the community level and distributing over 45,000 pieces of flu-related educational materials across the U.S.

On behalf of our Board of Directors and staff, we would like to extend a special thank you to our sponsors and donors, whose support allows us to continue to educate, advocate, and save lives!

Shelle Allen

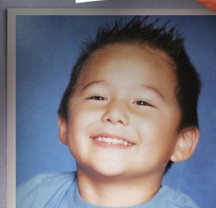
Shelle Allen, *President*



Protecting children, families, and communities against influenza is at the heart of our organization.

As an organization that was founded by families who were personally touched by flu, we use our stories to help raise awareness about the disease burden of flu and the critical importance of flu prevention, diagnosis, and treatment. Through education and advocacy, our goal is to help save others from experiencing the devastating effects of influenza.

During the 2019-2020 flu season, we expanded our advocacy and education efforts to target a wide range of populations, including children, adolescents, college students, young adults, pregnant and postpartum women, adults, seniors, and healthcare professionals. We created new partnerships, launched our new Flu Champion program, shared key flu-related messages with millions of people through traditional, social, and digital media channels, and highlighted new family stories that illustrate how flu affects people of all ages and backgrounds.



FAMILIES
FIGHTING FLU, INC.

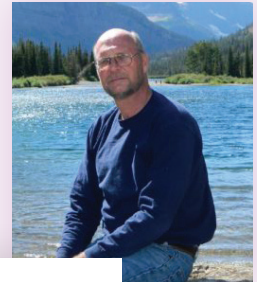
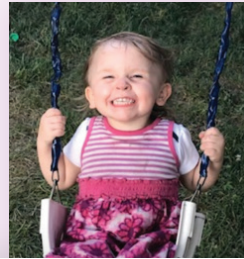
AWARENESS CAMPAIGNS

CDC Public Flu Fighters Campaign

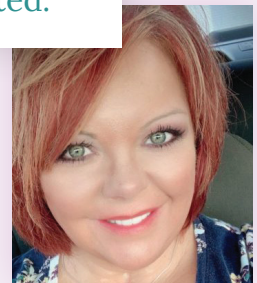
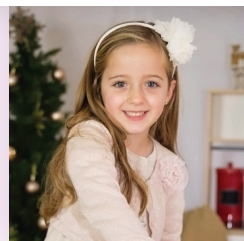
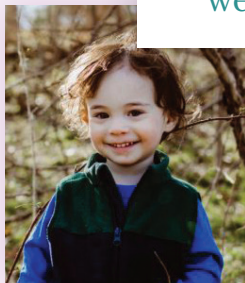
Since 2005, the Centers for Disease Control and Prevention (CDC) have used National Influenza Vaccination Week (NIVW) to highlight the importance of continuing annual flu vaccination throughout the holiday season and beyond. During the first week of December 2019, we highlighted FFF members who were selected by the CDC to be featured on their website as public Flu Fighters. Through paid and organic social media posts, we featured these six FFF members and their stories of how they turned a personal tragedy into advocacy that helps motivate others to get vaccinated and practice flu prevention.



Flu education is critical to our mission and our personal stories put a face on the disease.



If we are to be successful in raising flu vaccination rates, then we must give people a compelling reason to get vaccinated.



Knowing the facts about flu and flu vaccination is an important first step. The majority of our programs and initiatives are focused on providing evidence-based information about the dangers of flu and the benefits of annual flu vaccination. But facts alone may not impact people enough to increase flu vaccination rates.

The value of Families Fighting Flu is undoubtedly the power of our personal flu stories. These stories are a critical component of our awareness campaigns and educational programs. In 2019, we welcomed several new diverse families that have been personally impacted by flu in an effort to illustrate that flu does not discriminate.

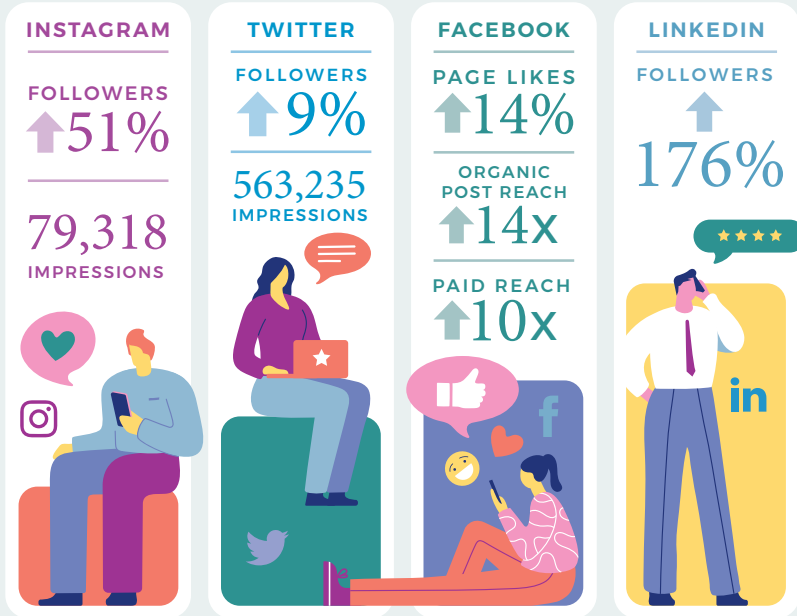
Visit our gallery of family stories at www.familiesfightingflu.org/family-stories

SOCIAL & DIGITAL MEDIA

COMMUNICATIONS

During the 2019-2020 flu season, FFF elevated our social media presence on Facebook, Twitter, Instagram, and LinkedIn, experiencing significant growth in followers, impressions, engagements, and clicks and reaching **3.6 million people** – a 41% increase over last season.

FFF SOCIAL MEDIA DURING THE 2019-2020 FLU SEASON:



Likewise, our digital media metrics from the FFF website show significant growth compared to last flu season. We continued to share life-saving information on our website.

↑ This flu season, our website audience increased by 36%.

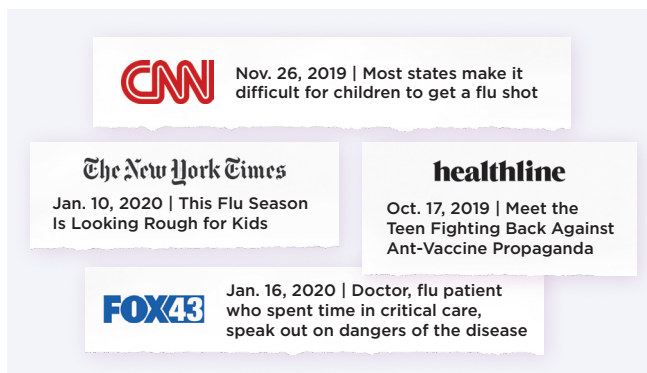
We reached users on 5 continents and observed a 33% increase in new users, a 31% increase in page views, and an 11% increase in session duration.

FFF ranks #1 in the following Google searches: *Personal Flu Stories*, *Influenza Personal Stories*, and *Flu Stories*. Our most popular page, *What is Flu*, received 3,327% more traffic from 2018 to 2019 and our *Facts on Flu Vaccines* page traffic increased by 21,000%.

Online advertising accounts for over 50% of our website traffic, which is a significant increase between 2018 and 2019. Other users are attracted to our website through organic keyword Google searches, social media, and direct use of our website URL.

EARNED MEDIA

Earned media continued to be a significant communication channel for FFF during the 2019-2020 flu season. Over the course of the season, we reached millions of people through earned media opportunities including print publications and broadcasts.



FFF was featured in numerous print publications during the 2019-2020 flu season, such as:

- Parents Magazine
- CNN
- Healthline
- MediaPlanet (U.S. & Canada)
- Bismarck Tribune
- Connecticut's "The Hour"
- NPR
- Sanford Health News
- Orlando Sentinel
- Health.mil

SATELLITE MEDIA TOUR

Of particular note, FFF medical advisor, Dr. Flor Munoz, and FFF advocate Tash Haynes participated in a Satellite Media Tour (SMT) in January 2020. Nineteen recorded and live interviews resulted in 29 airings across the U.S. with **more than 9.8 million impressions!** The SMT resulted in a 39% increase in FFF website traffic over two weeks, with dramatic increases in direct site traffic.

↑ 2,000%+ increase in visits to flu vaccination web pages

↑ 35% increase in visits to family story web pages

↑ 116% increase in visits to flu complications web pages

View our *News & Media* page at www.familiesfightingflu.org/news-media

EDUCATIONAL PROGRAMS

Flu Champion Program

In 2019, FFF kicked off a new *Flu Champion* program to elevate our engagement with member families, advocates, volunteers, healthcare professionals, school nurses, and other partners to expand education and advocacy activities on national, regional, and local levels.

FFF supported participants under the Flu Champion program with four new advocacy toolkits containing new and existing educational materials, some of which were created as part of our *Keep Flu out of School and Stay in the Game™* programs.

The four toolkits were categorized to support:



Educational resources included printed educational materials such as infographics, posters, and fact sheets, as well as promotional items such as hand sanitizers and coloring books to make fighting flu rewarding for everyone! In addition, shareable digital resources and assets such as social media graphics were provided.



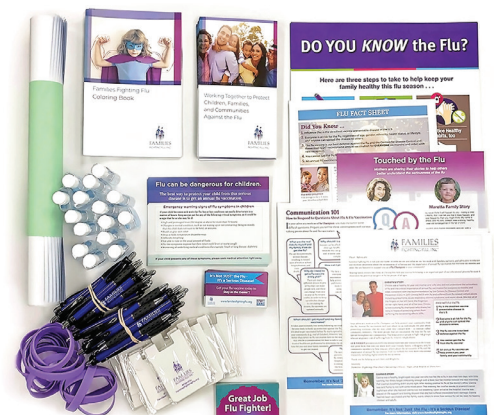
Our new shareable social media graphics are available on our website.

During the 2019-2020 flu season, FFF distributed over **45,000 pieces of hard copy educational materials**, including over 100 advocacy toolkits, to participants across the U.S. Advocates who benefited from this program indicate that they expect to continue participating as an FFF Flu Champion in future flu seasons.

These new educational offerings were instrumental in FFF's ability to pilot new programs with partners such as the Rhode Island Department of Health (RIDOH) and The Wellness Company (TWC) in their statewide school-located flu vaccination clinics and to support activities with general advocates like Samy Awaad, a high school student who partnered with schools in his California community to conduct educational workshops about vaccination.



Additionally, under this program, FFF supported Flu Champions like Bethany Drapeau for a Labor Day parade in her Native American community in South Dakota, and Angie Wehrkamp who partnered with the Sioux Falls Area Immunization Coalition for a "Fight the Flu" 5K Run and community exhibit booth.



ADVOCATE SPEAKING ENGAGEMENTS

Our Board of Directors and Chief Operating Officer spoke at the following events during the 2019–2020 flu season to share their personal stories in an effort to illustrate the disease burden of flu and the critical importance of annual flu vaccination. These live speaking engagements occurred across North America and connected FFF with thousands of audience members.

- **National Vaccine Advisory Committee (NVAC) meeting;** Washington, D.C., Feb. 14, 2020

- **Voices for Vaccines podcast;** Dec. 11, 2019

- **Essex County Immunization Coalition conference;** Essex County, NJ; Dec. 4, 2019

- **National Conference for Immunization Coalitions and Partnerships (NCICP);** Honolulu, HI; Nov. 14, 2019

- **North Carolina Immunization Coalition meeting;** Nov. 13, 2019

- **Texas Immunization Conference;** Addison, TX; Oct. 24, 2019

- **Sioux Falls Area Immunization Coalition conference;** Sioux Falls, SD; Oct. 10, 2019

- **North Dakota Department of Health press conference;** Bismarck, ND; Sept. 24, 2019

- **International Neonatal and Maternal Immunization Summit (INMIS);** Vancouver, British Columbia, Canada; Sept. 15, 2019

- **North Dakota Department of Health webinar for state healthcare professionals;** Sept. 11, 2019

- **Influential Motherhood Podcast;** Sept. 5, 2019

- **Arlington County Government, Immunization Department;** Arlington, VA; Aug. 29 and Sept. 16, 2019

- **Pennsylvania Immunization Conference;** Harrisburg, PA; Jun. 27, 2019



FFF Board member Angie Wehrkamp featured with ND Governor Doug Burgum and Brad Hawk, ND Indian Affairs Commission

ADVOCATE ADVOCACY EFFORTS

During the 2019–2020 flu season, family members associated with our organization continued to advocate for strong public health and immunization policies in several states.

These efforts included:

Meeting with legislators on **Capitol Hill** in collaboration with the **Adult Vaccine Access Coalition (AVAC)** to discuss the disease burden of flu across the lifespan.

Filming and promoting a Public Service Announcement (PSA) with the **North Dakota Department of Health**.

Testifying at the **South Dakota State Capitol** to oppose legislation that would remove school-mandated vaccine requirements.

Providing written testimony to the **Massachusetts Members of the Joint Committee on Public Health** to support legislation that would serve to strengthen state-wide immunization policies that help protect families, communities, and public health at large.

Supporting legislation in **Florida** that would allow pharmacists to test and treat for influenza, including submission of an **editorial letter** that was featured in the South Florida Sun Sentinel and Tampa Bay Times.

Joining the **Coalition to Stop Flu** as a founding member in pursuit of a mission to end deaths from seasonal and pandemic influenza by developing and promoting a strong federal policy agenda and ample funding for priority influenza programs.

In addition to these efforts, the organization signed onto numerous letters to state and federal legislators to show support for strong immunization and public health policies.



FACEBOOK GROUP

FFF proudly launched a new Facebook group, *Flu Fighting Forum*. This group serves as a place to share updates on flu surveillance, research, offer educational resources, and share advocacy opportunities.

PARTNERSHIPS

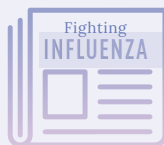
Each year, we strategically collaborate with healthcare providers, public health professionals, schools, and educators, as well as corporate and industry leaders in an effort to raise awareness and educate others about flu and flu vaccination. As part of these collaborations, we use our personal stories as a way to illustrate the potential dangers of flu in an effort to help increase annual flu vaccination rates amongst various audiences.

Some of our partnerships during the 2019-2020 flu season included:



WEEKLY FLU NEWS AND NEWSLETTERS

In an effort to keep people informed throughout flu season, we distribute *Weekly Flu News* every Monday from September through April, and a quarterly newsletter, *Fighting Influenza*. These publications are distributed through our database to interested parties. Stay up-to-date by signing up for these publications through our website: www.familiesfightingflu.org.



Families Fighting Flu - IT'S WHO WE ARE.

We couldn't keep up the fight against flu without the time, talents, and treasures of those who support our life-saving efforts. This includes our Board of Directors, our Chief Operating Officer, our esteemed Medical Advisors, and our generous financial supporters. In 2019, we welcomed a new medical advisor to the team, Dr. Michael Anderson.

BOARD OF DIRECTORS

Shelle Allen, President
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Angie Wehrkamp, Secretary
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Alissa Kanowitz
Joe Lastinger
Joan Mann
Joe Marotta
Amber McCarthy
Jessica Richman
Doris Stein
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Michael Northrop, M.D., FAAP
Susan Fisher-Owens, M.D., MPH
Adrienne Randolph, M.D., M.Sc., FAAP, FCCM
Jana Shaw, M.D., MPH, MS
Dawn Tomac, BSN, RN, CIC

Financial Report



Jennifer Pool Miller,
Treasurer

In 2019, FFF is pleased to report individual contributions of \$73,872, foundation grants of \$11,458, and corporate educational grants that totaled \$396,827. 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. We strive to allocate at least 80% of our funds to program-related expenses. FFF's complete financial reports are available for review on our Form 990s at www.guidestar.org.

2019 ANNUAL FUND DONORS

The following is a list of \$250+ donors to our unrestricted 2019 annual operating fund:

VISIONARIES (\$5,000)

- Steve & Shelle Allen
- Donna and Marvin Schwartz Foundation

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

- Joe & Serese Marotta
- Jennifer K. Pool and Christopher Miller

SUSTAINERS (\$500-\$999)

- Gary & Doris Stein
- Bill & Deb Ward
- Angie Wehrkamp

SUPPORTERS (\$250-\$499)

- Community Healthcare Association of the Dakotas
- Matt & Nancy Cory
- William Gladstone
- Dr. Adrienne Randolph
- Richard & Stacy Shafritz
- Patrick Strutz

ROCK OUT THE FLU FUNDRAISER

Organizers: Gary and Doris Stein

The following is a list of \$250+ sponsors and donors:

GOLD (\$2,000)

- Immunization Action Coalition
- Doris & Gary Stein

SILVER (\$1,000)

- Tony Alvarez, Alvarez Charitable Foundation Inc.
- Sharon Lenzi
- Emily & Mike Morin
- Kristina Park
- Mike & Deb Warsaw

BRONZE (\$500)

- Doug Gross
- Anne Marie Marenberg
- Casey Nolan
- Nancy Ross
- Robin & Christopher Steis Foundation
- Martin Winter

COPPER (\$250)

- Jay Burkett
- Victor Gaither
- Victoria Gilmer
- Richard & Alissa Kanowitz
- Cathy Lange
- Betsy Fischer Martin
- Kathy Murphy
- Jim & Erin Seale
- Mary Beth Sullivan
- Louisa Tavakoli

Thank you to the donors and sponsors who helped raise over \$34,000!

BOMBSHELL BEER COMPANY FUNDRAISER

Organizers:
Michele and Doug Stein

Sponsors:
Bombshell Beer Company and
Holly Springs Pharmacy

Thank you to the donors who helped raise over \$1,000!

FACEBOOK FUNDRAISERS

Organizers:
Alyssa Winston Lester
Peggy Lowery
Joe Marotta
Amber McCarthy
Sue Morrow
Erin Karcher Nordeck
Molly Wilkinson

Thank you to the donors who helped raise over \$2,000!

2019 CORPORATE & GOVERNMENT SPONSORS:

AmazonSmile
AstraZeneca Pharmaceuticals
Bombshell Beer Company
Booz Allen Hamilton
City of Corpus Christi
Cold FAid
Community Healthcare Association of the Dakotas
DonateWell (Home Depot)
Donna and Marvin Schwartz Foundation
Florida Retail Flowers Inc.
Genentech
GlaxoSmithKline
Illinois American Academy of Pediatrics
Neuberger Berman
Quidel
Sanofi Pasteur, U.S.
The Clorox Company

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

Thank you to all of our 2019 donors, sponsors, and fundraiser organizers!

For a complete list of donors and sponsors, visit our website:
www.familiesfightingflu.org/donors-sponsors/

5 WAYS TO HELP US SAVE LIVES

- 1 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.
- 2 GIFT OF APPRECIATED PROPERTY:** FFF welcomes gifts of appreciated property, including stock.
- 3 DONATIONS** may be made online at www.familiesfightingflu.org/donate. Credit cards and recurring contributions are welcome! You may also send a check to the mailing address below.
- 4 VOLUNTEER!** Contact us to find out how to donate your time to our cause!
- 5 SHOP ONLINE!** Shop Amazon by visiting smile.amazon.com and choose FFF as your cause. At no additional cost to you, 0.5% of your eligible purchases will be donated to our organization.

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1-888-2ENDFLU (1-888-236-3358) • 1-703-203-4335 • contact@familiesfightingflu.org

WWW.FAMILIESFIGHTINGFLU.ORG

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.