

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 17 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 2020-2021 Flu Season Report. As we reflect on the work that took place during this past flu season, especially during an unprecedented time with Covid-19, we are equally humbled and inspired by our advocates and partners who work tirelessly to help protect public health. Our organization was founded in 2004 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 2020, 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 expanded our Flu Champion program with partners supporting pilot employer flu clinics, new school flu clinics, a new Junior Board, Promise Wall, and Text Messaging Program. To date it has been a tremendous success, engaging advocates at the community level and distributing over 62,000 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

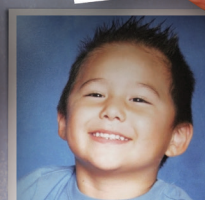
Shelle Allen, *President*



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 2020-2021 flu season, our advocacy and education efforts targeted a wide range of populations, including children, adolescents, college students, young adults, pregnant and postpartum women, adults, seniors, and healthcare professionals. We 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. We created new partnerships and implemented new programs, including Families Fighting Flu Junior Board, The Flu Mystery program for elementary and middle-school ages, the FIGHTFLU text messaging program and the Vaccination Promise Wall.



FAMILIES
FIGHTING FLU, INC.

AWARENESS CAMPAIGNS

Families Fighting Flu Junior Board

During the week of December 6, 2020, we highlighted the Families Fighting Flu Junior Board's commitment to flu education and hosted Twitter Chats with the *Coalition to Stop Flu* and *Salud America*. Through paid and organic social media posts, we featured these 15 teens and adults and their work in their communities to educate others about the seriousness of flu in an effort to increase flu vaccination rates.

FFF will continue to support the efforts of the CDC during National Influenza Vaccination Week to highlight the importance of continuing annual flu vaccination throughout the holiday season and beyond.



15,000+ NEW VIEWS ON
INSTAGRAM STORIES

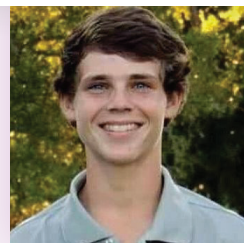
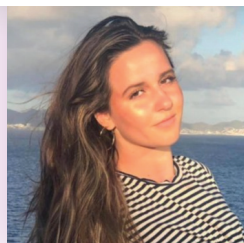
↑ 38% IMPRESSIONS COMPARED
TO PREVIOUS MONTH

25,000 IMPRESSIONS
ON TWITTER

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 2020, we added 7 new family stories, including 4 flu-related deaths and 3 survivors. We also updated 15 family story videos.

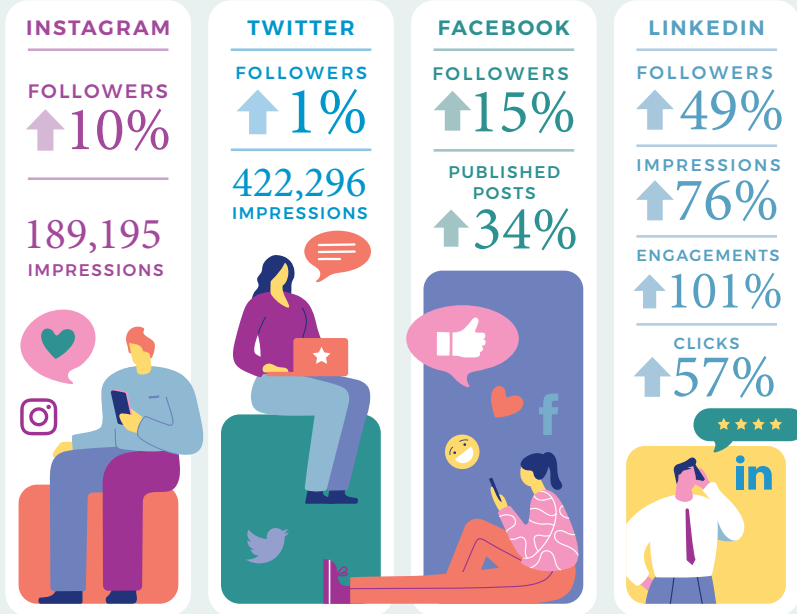
Visit our gallery of family stories at www.familiesfightingflu.org/family-stories

SOCIAL & DIGITAL MEDIA

COMMUNICATIONS

During the 2020-2021 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 **2.5 million people** with organic and paid content.

FFF SOCIAL MEDIA DURING THE 2020-2021 FLU SEASON:



EARNED MEDIA

Earned media continued to be a significant communication channel for FFF during the 2020-2021 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 2020-2021 flu season, such as:

- CNN
- Healthline
- MediaPlanet (U.S. & Canada)
- The Hill
- Montgomery News
- Money Crashers
- Eagle News Online
- Dakotal News Now
- Rapid City Journal
- Willamette Week
- Altoona Mirror

CONSUMER-FACING FLU ARTICLE

FFF ran a consumer-facing article about a flu death. The article featured the story of Reese Pena, a 2-year-old girl from Texas who lost her life to the flu in 2013. In the release, readers were urged to make the Families Fighting Flu Vaccination Promise.

The MAT release was distributed to a network of print and online news publishers and reached **211 million people**.

The release was also translated into Spanish and distributed to top Spanish-language outlets, reaching nearly **200 million more people**.

411 million+
TOTAL AUDIENCE

9,000+
DIGITAL ENGAGEMENTS

View our [News & Media](http://www.familiesfightingflu.org/news-media) page at www.familiesfightingflu.org/news-media

EDUCATIONAL PROGRAMS

Flu Champion Program

In 2020, FFF continued to expand the *Flu Champion* program. We were able to elevate our engagement by participating in more than 200 school flu clinics and 5 employer flu clinics, while continuing to engage and support our member families on national, regional, and local levels.

FFF supported participants under the Flu Champion program by translating 11 of our most popular educational pieces and 5 social media graphics into Spanish, some of which were created as part of our *Keep Flu out of School* and *Stay in the Game™* programs.

We have continued to enhance FFF's four categorized toolkits:



New educational resources included printed educational materials such as family story postcards, as well as promotional items such as a new Flu Fighter magnet, and Spanish materials. In addition, shareable digital resources and assets for social media were provided.



Our new materials are available on www.familiesfightingflu.org.

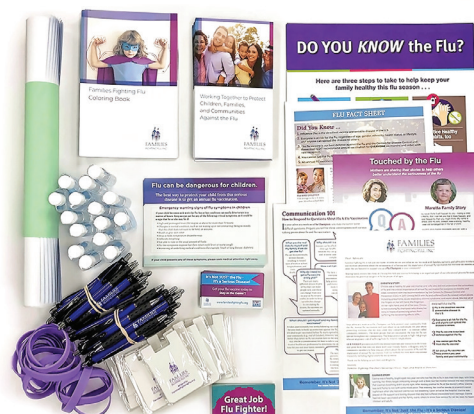
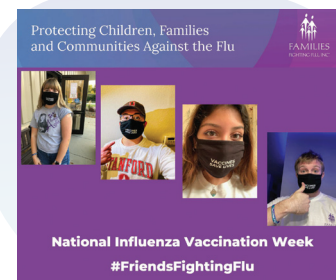
During the 2020-2021 flu season, FFF distributed over **62,000 pieces of hard copy educational materials**, including over **170 advocacy toolkits**, to participants across the U.S. Advocates who benefited from this program indicate that they expect to continue participating as an FFF Flu Champion in future flu seasons.

All educational materials and promotional offerings have been instrumental in FFF's ability to pilot new programs with new partners, like Coos Bay Schools and Waterfall Community Health Center. They held the first annual school flu clinic in honor of Blake Crane, an unvaccinated 16-year-old who lost his life to flu in February 2020.



We also worked with the University of Iowa Science Booster Club to hold a virtual educational program aimed at teaching children 9-16 years of age about the seriousness of flu and importance of immunization.

Additionally, under the Flu Champion program, FFF established a Junior Board in fall 2020. The Junior Board represents 15 individuals between the ages of 14-22. Their efforts generated great support during National Influenza Vaccination Week in December 2020.



ADVOCATE SPEAKING ENGAGEMENTS

Our Board of Directors and FFF families spoke at the following events during the 2020-2021 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 virtual speaking engagements connected FFF with thousands of audience members.

- **Illinois Chapter, American Academy of Pediatrics Webinar;** *Importance of Flu Awareness and Prevention*, December 8, 2020
- **Association of Immunization Managers Webinar;** *Engaging Immunization Advocates*, November 10, 2020
- **Missouri BIO Association Webinar;** October 21, 2020
- **Vaccinate the Heartland Virtual Event;** October 15, 2020
- **New Jersey Influenza Action Group Webinar;** *Importance of Flu Awareness and Prevention*, October 7, 2020
- **Boost Oregon Webinar;** *Flu Vaccine Messaging*, October 2, 2020
- **Los Angeles County of Education Webinar;** *Flu Vaccination Communication Strategies*, September 25, 2020
- **California Immunization Coalition Webinar;** *Flu Vaccination Communication Strategies*, September 22, 2020
- **Immunization Action Coalition Webinar;** *National Consumer Survey Results*, September 17, 2020
- **Immunize Nevada Webinar;** *Addressing Flu Vaccine Hesitancy*, August 6, 2020
- **Adult Vaccine Access Coalition Virtual Briefing;** *Immunizing in a COVID-19 Environment: Following Best Practices*, July 30, 2020

ADVOCACY

EFFORTS & PARTNERSHIPS

During the 2020-2021 flu season, family members associated with our organization continued to advocate for strong public health and immunization policies in several states. These efforts included:

2 Protects 2

In collaboration with The Partnership for Maternal and Child Health of Northern NJ, the 2 Protects 2 campaign aims to raise awareness about the importance of the flu and whooping cough vaccinations during pregnancy. Through a series of diverse focus groups with nurses, pregnant women, and new mothers, the Partnership and Families Fighting Flu created a series of educational handouts that provide facts and emphasize vaccine safety during pregnancy. It's our shared goal to increase public awareness about the importance of maternal vaccinations, especially among African American and Latina communities.

Text Messaging Program

In September 2020, we launched a program for people to receive text message reminders to get their flu vaccine. Based on people's age and geographic location, we customized the texts to offer targeted messaging. Over the course of the flu season, Families Fighting Flu sent over 3,000 text messages.

Promise Wall

In preparation for a flu season that coincided with the COVID-19 pandemic, Families Fighting Flu launched the Promise Wall. We offered the option for people to include their name and the date by which they plan to get vaccinated to be entered on our website's commemorative wall. Some people chose to designate a person, such as a loved one who suffered from flu, who they planned to honor through their vaccination promise. Families Fighting Flu sent email reminders to over 750 people to ensure promises were kept and vaccines were received.

Advocacy Activities

Families Fighting Flu is continuing to work as a founding member with the Coalition to Stop Flu 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.

BEREAVEMENT

SUPPORT GROUP

FFF launched a new group in 2020 to support our families. The *Connections Bereavement Support Group* was formed in response to a need to provide professional support for Families Fighting Flu advocates who experienced the trauma of the loss of a loved one due to flu. The pilot group was incredibly successful, with participants sharing improvements in their life directly related to participation.

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.

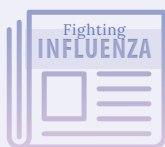
Some of our partnerships during the 2020-2021 flu season included:



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 2020, we welcomed a new medical advisor to the team, Dr. Jeb S. Teichman.

BOARD OF DIRECTORS

Shelle Allen, President
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Angie Wehrkamp, Secretary
Richard Kanowitz
Alissa Kanowitz
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Joan Mann
Joe Marotta
Amber McCarthy
Jessica Richman
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CHIEF OPERATING OFFICER

Serese Marotta, B.Sc.

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Adrienne Randolph, M.D., M.Sc., FAAP, FCCM
Jana Shaw, M.D., MPH, MS
Jeb Teichman, M.D.

Financial Report



Jennifer Pool Miller,
Treasurer

In 2021, FFF is pleased to report our individual contributions and corporate educational grants totaled \$671,621.73. 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.

2020 ANNUAL FUND DONORS

The following is a list of donors to our unrestricted 2020 annual operating fund:

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

- Jennifer K. Pool and Christopher Miller
- Gary and Doris Stein

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

- Angie Wehrkamp

SUSTAINERS (\$500 - 999)

- Joe and Serese Marotta

SUPPORTERS (\$250-\$499)

- Steve and Shelle Allen
- Joseph and Sandy Baressi
- Danielle Chabot
- Margaret Harbour
- Anne Johnson
- Joseph and Barbara Marotta
- Steven Rosen
- Dr. Adrienne Randolph
- Patrick Strutz
- James Thompson
- Anonymous

CONTRIBUTORS (\$100 - 249)

- Kristen Byrd
- Joan and Mark Erhardt
- Anita Jackson
- Gerry and Nancy Megas
- Luis Romano
- Heather M. Smith
- St. Theresa School
- Jonathon and Kathleen Wendel

ASSOCIATES (\$50 - 99)

- M.H. Jr and Vickie Austin
- Lauren Cupito
- Angela Dangvu
- Eric and Sandra Gregory
- Nancy Michael
- Lisa and Seth Nuland
- Tanya Walker
- Anonymous

FRIENDS (up to \$49)

- Dr. Jon S. Abramson
- Caroline Austin
- Blessing Hospital Information Systems Sunshine Club
- Sunny Dai
- Dean and Deanna Geer
- Kayla King
- Teresa A. Nash
- Paveb Paga
- Amy Salera
- Don Sauda
- Karen Thompson
- Carolyn VanBebber
- Breanne Van Dyne

Thank you to our Facebook Fundraiser donors!

2020 CORPORATE & GOVERNMENT SPONSORS:

AmazonSmile

AstraZeneca Pharmaceuticals

Booz Allen Hamilton

Cold FAid LLC

Family Flowers

Gary's Collision Center

Genentech

GlaxoSmithKline

Illinois American Academy of Pediatrics

North Dakota Department of Health

Pfizer

Quidel

Sanofi Pasteur, U.S.

Seqirus, Inc.

The Clorox Company

The Partnership for Maternal and Child Health of Northern New Jersey

**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 2020 donors, sponsors, and fundraiser organizers!

The full list of donors and sponsors can be found on 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.