



2014 Annual Report



Partnership[™]
for Drug-Free Kids

Where families find answers

The year 2014 was one of change at the Partnership. We changed our name. We unveiled a new brand and a [new website](#).

We more directly, more emphatically, communicated our commitment to kids and families. It's a commitment to reduce substance abuse among adolescents, and we're doing that by supporting families and engaging with teens.

We're here to help families find answers, because just as our world is changing, so is that of parents.

We know that it's a whole new ballgame today for families, particularly because many of us at the Partnership are parents ourselves. Substances once never considered to be cause for concern, like [prescription medicines](#), are now the most commonly abused drugs among 12- to 13-year olds. And drugs like [marijuana](#) are becoming more normalized, making the conversations about not using even more challenging.

And that's why families come to us for answers. They are finding answers through our toll-free helpline and parent volunteers [offering direct, hands-on support to families](#) dealing with teen substance abuse; answers for teens through our [Above the Influence](#) campaign, empowering them to be the best versions of themselves, without drugs or alcohol; and finally, answers on how to address teen prescription drug abuse, through our award-winning [Medicine Abuse Project](#).

Our outgoing president, Steve Pasierb, positioned us to become the national leader on this issue for families, finding innovative solutions to drive not only awareness, but action around the health risks of adolescent substance abuse. We are grateful for his leadership.

As we look ahead, and with your generous donations, you can help us reach even more families in need of answers and support. We can't do this without you.

Thank you for helping millions of families, forever changing the lives of a generation of kids.



A handwritten signature in black ink that reads "ML Taylor".

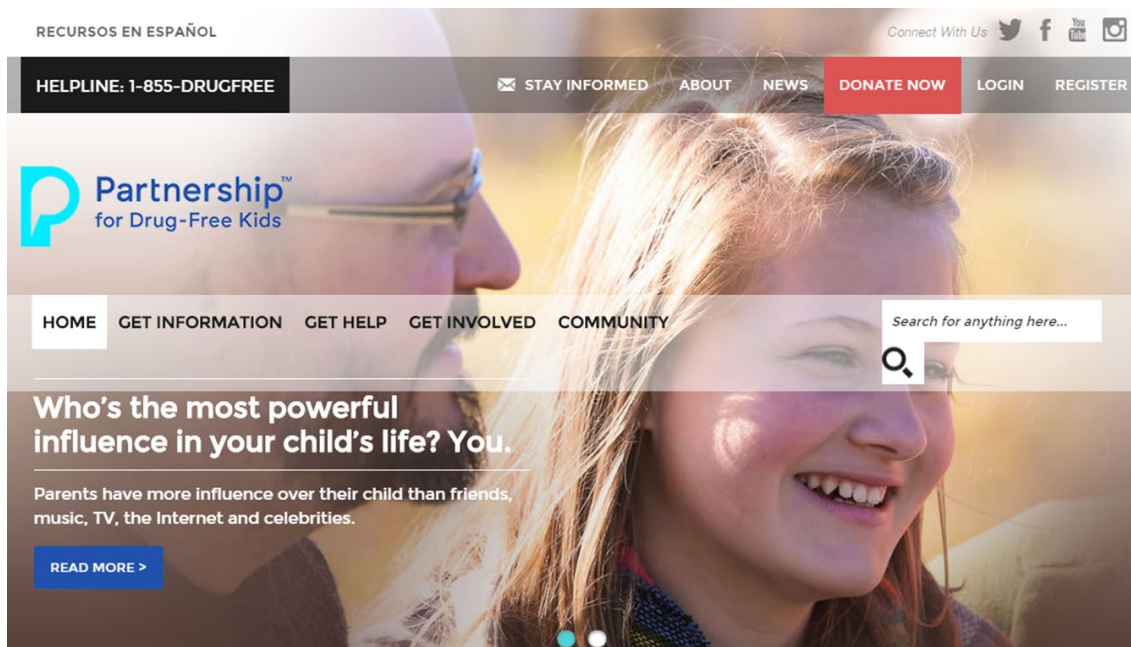
2014 Highlights

Newly Revamped Website is Unveiled

One of the most exciting things about 2014 was that we became the **Partnership for Drug-Free Kids**, representing more directly who we exist to serve: kids and families.



We retained our URL, drugfree.org, but now offer new communities for sharing and support, and make it easier for families to find the answers they need. Since the launch of the new website, we've received millions of web visitors seeking help and resources for themselves or a family member.



Teen-Produced Film “Out of Reach” Goes Nationwide



This year, to further our [Medicine Abuse Project](#) efforts, we partnered with select schools and organizations to host screenings and comprehensive discussions about our teen-made documentary on teen medicine abuse, “[Out of Reach](#).”

To date, more than 800 individuals from across the country are using the film and its accompanying toolkit to help educate their communities about teen medicine abuse.

A special [TODAY Show segment](#) hosted by NBC special anchor Maria Shriver also featured the film.



Third Annual All-Star Tasting Pairs Celebrity Chefs and Athletes

We hosted our third annual [All-Star Tasting](#) event, where celebrity chefs and all-star athletes came together for a night of food and fun.

More than 200 attendees and guests joined us and our special athletes and chefs.

The evening was a great success, raising nearly \$100,000 to support our work for kids and families.



Partnership Study: Increase in Teens' Reported Use of Performance-Enhancing Substances

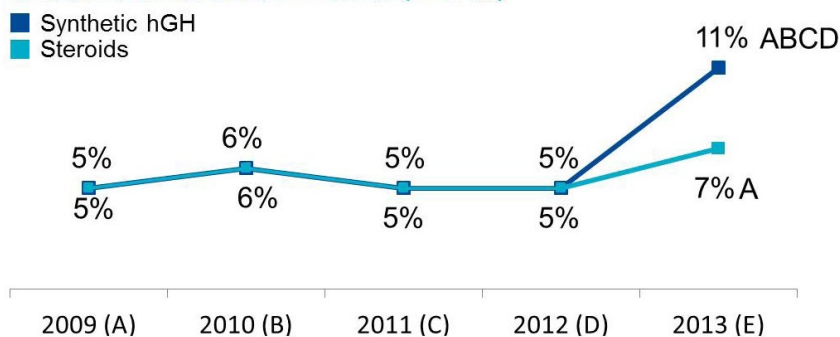
This year's release of our [Partnership Attitude Tracking Study](#) (PATs) showed a significant increase – a doubling in the reported lifetime use of synthetic human growth hormone (hGH) among teens.

The PATs survey found 11 percent of teens in grades 9-12 reported “ever having used” synthetic human growth hormone without a prescription, up dramatically from just 5 percent in 2012. The survey release received extensive national press coverage including *The New York Times*, ESPN and *Worlds News Tonight with Diane Sawyer*.

The Partnership's [Play Healthy](#) program website features information for families on how to recognize and prevent the abuse of hGH and other performance-enhancing substances.

Prevalence of Teen Steroid / Synthetic hGH Abuse

% Used at least once in lifetime (n=3705)



“In your lifetime, how many times, if any, have you done each of the following.... used (steroids/human growth hormone) for athletic performance or physical appearance when a doctor did not prescribe them for you?”

A-E indicates a significant difference at the 95% confidence level.

New Research: Abuse of Rx Stimulants Now Normalized Among Young People

Students who report abusing prescription stimulants (once in a lifetime)

1 in 5
college students



1 in 7
non-college students

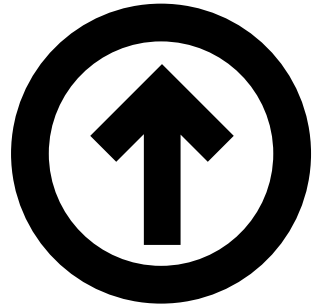


We released a [new survey](#) in November that confirmed the abuse of [prescription](#) (Rx) stimulants is now a normalized behavior among current college students and other young adults – with 1 in 5 college students (20 percent) reporting abuse of Rx stimulants at least once in their lifetime. The survey was released at a special event “[Under Pressure: College Students and the Abuse of Rx Stimulants](#)” hosted by the New York University Global Institute of Public Health.

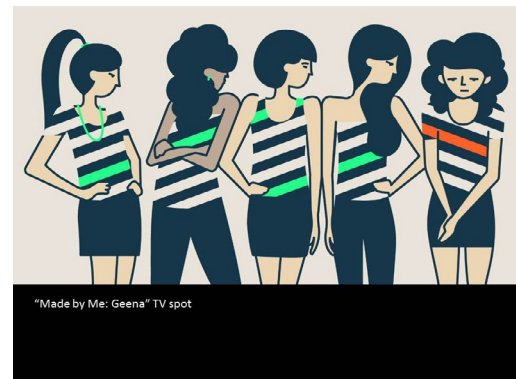
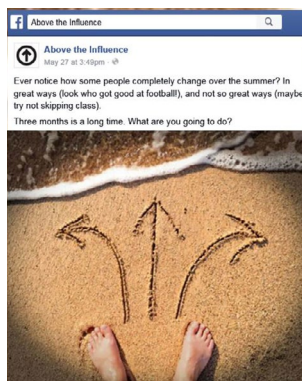
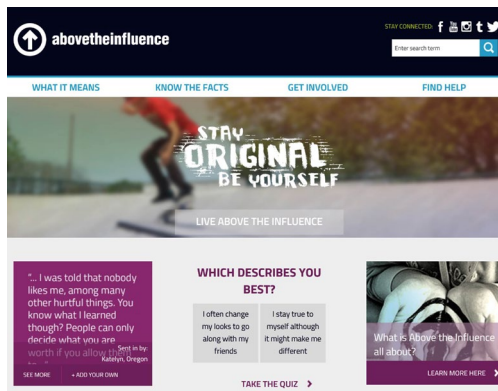
The new data also found that young adults often abuse prescription stimulants as a way to manage the daily demands of academics, work and social pressures.

Above the Influence Panel Featured as Part of Advertising Week 2014

[Above the Influence](#) (ATI) was featured on a panel entitled “Why Bother? Sustaining a Teen Brand Against All Odds” at Advertising Week in New York City. The esteemed panel included members from the original creative team, who highlighted the brand’s successes and the importance of its continued support.



ATI is the Partnership's national youth program designed to help teens develop the awareness and skills necessary to overcome negative social pressures. The program is an expansion of the Effie award-winning public service ad campaign, which has been a collaborative effort among the advertising and media industries since 2005.



Staff Spotlight

Heather Senior

LCSW, Parent Support Network Manager

We welcomed Heather to the Partnership in 2014 as a licensed clinical social worker with a specialty in substance use disorders. In her role as manager of the [Parent Support Network](#), she helps educate parents by teaching healthy behaviors and effective communication skills within the family around substance use.

Q: Describe a typical day at the Partnership.

A: First, no day is typical! My morning can start at a school presenting our new [Marijuana Talk Kit](#) to a group of parents interested in finding effective ways to talk to their teens about the drug.

Back in the office and through my work on the Conrad Hilton Foundation grant, I receive several calls throughout the day from our Parent Coaches - volunteers who provide parent-to-parent support to those who have called our [Toll-Free Helpline](#) - who update me on their latest assignments. The coaches provide advice to parents who have called our Helpline, while guiding them on how to put motivational and behavioral strategies into practice.

In the afternoon, I can be on a training call with a group of parent coaches where we review all the coaches' assignments and how they are applying the communication techniques and motivational concepts that influence behavioral change.

My day can wrap up with a meeting alongside other Hilton grant partners. We explore ways we can collaborate and align the Partnership's parent coaching program to their adolescent screening processes for early intervention and treatment. There's never a dull moment!

Q: You've been instrumental in facilitating the Marijuana Talk Kit, a new resource for parents on how to tackle the conversations with their teens in a changing marijuana landscape, and presenting it to several schools and parent groups. What's one key takeaway from these events?

A: It's incredible to see first-hand how receptive our audiences are to principles we present. These parents are hungry for the information and skills on how to communicate with their kids.

Q: Have you heard any positive feedback from these parents?

A: We've had more than 6,600 downloads of the Marijuana Talk Kit, which tells you they are interested in this information. It is very exciting.

Q: Tell me something about you that may surprise us.

A: In my spare time, I enjoy singing, songwriting and playing guitar.



2014 Financials

We value the support and generosity of our funders and spend their dollars prudently, with 81 percent of our spending going directly to programs. We leverage an \$8.2 million operating budget into \$88.4 million of contributed services, media time and space that help us reach millions of kids and families.

MEASURING EFFECTIVENESS

We make a formal report to our board of directors each year, where we assess our effectiveness in achieving our mission. In 2014, nearly 5.5 million families and individuals found the answers they needed on our website to address teen substance abuse. Our parent support specialists have answered hundreds of calls, offering support and counsel to families in need.

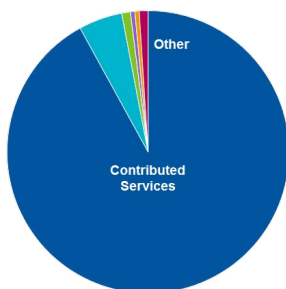
GOVERNANCE AND OVERSIGHT

The Partnership for Drug-Free Kids adheres to charity management and fundraising standards and consistently receives high marks from charity-monitoring and watchdog agencies like the Better Business Bureau's (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer board of directors is active and independent, providing oversight over operations and staff.

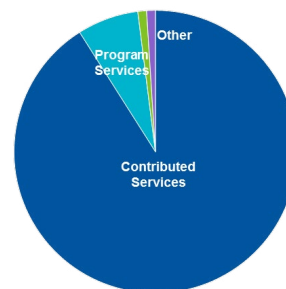
INDEPENDENT AUDIT

The firm of KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of audited statements and our annual 990 tax return, prepared by Grant Thornton LLP, can be viewed online at drugfree.org, or you can request a copy by calling 212-973-3503.

REVENUE \$95.9M



EXPENSES \$96.7M



Contributed Services, media time and space	\$88.4M
Corporate and Foundation	\$4.5M
Special Events	\$1.1M
Government Funding	\$0.5M
Investments – Appreciation & Interest/Dividends	\$0.4M
Individuals/Alliances/Other	\$1.0M

Contributed Services, media time and space	\$88.4M
Program Services*	\$6.7M
Management and General Administration	\$0.7M
Fundraising	\$0.9M

Audited Financial Statements as of December 31, 2014
Net Asset Balance as of December 31, 2014: \$12.6 million

* percentage of program expense of total spending relates to program services



Thanks to All Our Donors

\$500,000 and over

Google
Conrad N. Hilton Foundation

\$250,000-\$499,999

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