



Children and Adults with Attention-Deficit/Hyperactivity Disorder, Inc. Annual Report 2010-2011

CHADD improves the lives of people affected by ADHD.

Welcome to CHADD's annual report 2010 – 2011 citing major milestones and our organization's financial status. This was a year of fiscal and structural rebound for the organization, as CHADD reaffirmed its position as the leading nonprofit voice and resource for the ADHD community.

Some of the highlights of FY 2010-2011 include:

Ruth A. Hughes, PhD, was appointed chief executive officer of CHADD in September 2010, succeeding E. Clarke Ross, who completed an accomplished ten-year tenure as CEO.

The CHADD Board of Directors completed a strategic planning process to identify key external and internal goals and objectives to grow CHADD's resources and enhance its outreach, education, support services, and infrastructure.

A comprehensive **ADHD Awareness Week campaign** was held in fall 2010. CHADD again participated in a number of radio interviews and used social media to give reasons why diagnosis and treatment make a difference. CHADD worked in a coalition effort with several other organizations to maximize the impact of ADHD Awareness Day Week 2010.

CHADD local community affiliates continued to operate effectively, despite the moratorium in 2010-2011 on opening new chapters. I am pleased to report that the CHADD was able to begin accepting applications for new local affiliates in July 2011. The CHADD national board of directors in May established as a top priority for the year ahead support for chapter and affiliates growth and support.

The **CHADD Parent to Parent: Family Training on ADHD** program steadily grows each year. Through June 2011, there were 350 certified teachers and some 6,000 families that had been training through this community teacher and online training program. The workbook has been

translated into Spanish and the program will be offered to Spanish-speaking families in the United States.

Founders of the **CHADD Teacher to Teacher program** presented more T2T trainings and studied ways to reach teachers and administrators in cities and school districts throughout the country. A summer 2011 T2T training for teachers and administrators in Northern Virginia private schools was planned.

The **22nd Annual International Conference on ADHD** took place in November 2010 in Atlanta, Georgia, with CHADD members and experts in the fields of ADHD studies from across the globe for four days. During that time there were many training sessions, recognition given to contributors in the field of ADHD and leading volunteers. It was a very successful meeting with some 1,200 registered attendees.

The **CHADD Regional Education Conference on ADHD was held in May 2011 at Long Island, NY**. More than 300 registrants took part in the all-day event that featured multiple education tracks for parents, adults, professionals and educators, and a keynote by noted speaker, author, and consultant Chris Zeigler Dendy.

A pilot program with the Totally ADD organization from Canada was conducted on June 12, 2011 at the University of Maryland, with nearly 700 attendees at two live shows on adult ADHD presented at the Clarice Smith Center for the Performing Arts. This “Now What?!” initiative was targeted for a college/young adult audience.

In **Communications and Media Relations**, *Attention* magazine sustained its position as the preeminent nonprofit ADHD publication. The new *Medikidz* comic book on ADHD featuring “superheroes” explaining the disorder for an adolescent and teenage audience, was printed and distributed with the December 2010 edition of *Attention*. Staff were interviewed by a variety of broadcast and print media during the year.

CHADD has been actively involved in **Public Policy**, including Capitol Hill attempts to eliminate ADHD as a disability in the Social Security listings, with alerts sent to our volunteer leadership and Hill visits scheduled in July 2011. Fortunately these efforts to eliminate ADHD from SSI disability were blocked. CHADD has increasingly been led efforts to form a coalition to find solutions to the widely reported shortages of certain prescribed ADHD generic medications.

The National Resource Center on ADHD, a program of CHADD that answers public inquiries about ADHD, remains as a reliable clearinghouse for information about the disorder. CHADD has been concerned and vigilant about efforts to reduce federal appropriations support for NRC. Our active concerns were addressed in summer 2011 and the NRC program is not being consolidated as a smaller subset of disability programs as had been feared.

The **reorganized Membership Department** moved to promote benefits to retain members and attract new members. New local affiliates are once again being organized throughout the country.

Infrastructure upgrades in the form of IT (replacement of outdated computer equipment and installation of virtual servers) and website (with hiring of a webmaster) were completed. Needs analysis and investigation of a new and improved association management system software were initiated. Greater connectivity and responsiveness to all kinds of social media and tablet/telephonic devices are a priority for CHADD. A redesign of the CHADD website is planned after the new AMS is installed.

Diversified special events to raise funds in support of CHADD programs and services were successfully conducted in spring 2011, including a live and silent auction in Bethesda, Maryland, and an awareness building training with golf tournament social event in Olney, Maryland.

The past year has seen CHADD respond to many challenges in its effort to maximize its service to the ADHD audiences that it is honored to serve, as we enter CHADD's 25th Anniversary Year in 2012.

PUBLIC SUPPORT AND REVENUE	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
Total public revenue and support	\$3,761,574	\$246,795	\$4,008,369
EXPENSES			
Program services			
Public Education and Outreach	\$2,354,656	-----	\$2,354,656
Membership and Chapter Services	\$425,845	-----	\$425,845
Public Advocacy	\$45,059	-----	\$45,059
Supporting Services			
Management and general	\$588,125	-----	\$588,125
Fundraising	\$196,961	-----	\$196,961
Total expenses	\$3,610,646	-----	\$3,610,646
Change in net assets	\$201,246	\$537,294	\$693,511
NET ASSETS AT BEGINNING/YEAR (2009 AS PREVIOUSLY REPORTED)	\$156,217	\$537,294	\$693,511
NET ASSETS AT END OF YEAR	<u>\$357,463</u>	<u>\$784,089</u>	<u>\$1,141,552</u>