



Children and Adults with Attention-Deficit/Hyperactivity Disorder, Inc. Annual Report 2013-2014

CHADD improves the lives of people affected by ADHD.

Some of the highlights of FY14 include:

Local Community Affiliates – Our Local Community Affiliates continued to expand to meet the needs of the ADHD community. Through its 150 affiliates, located throughout the U.S., community affiliates worked to meet the needs of their communities by providing monthly support group meetings, speaking events, trainings and workshops, conferences, and much more.

Parent to Parent: Family Training on ADHD- Reaching out to parents whose child has received an ADHD diagnosis, Parent to Parent Family Training on ADHD helps families better understand the nature of ADHD including proven parenting strategies relevant to families affected by ADHD. During FY 14, 341 parents completed the intensive, peer-led training resulting in more than 8,000 families in communities across the country having had participated in the training since the program began.

Teacher to Teacher - It's estimated that a classroom with 30 students will have 1-3 children with ADHD. Thusly, the need for ADHD-specific teaching methods is increasing. CHADD is responding to this need. Through Teacher to Teacher, 140 educators received in-depth training to better understand ADHD, the fundamentals of organization and behavior in students with ADHD, and learned practical classroom management strategies. With an average class size of 30 students in K-12 public schools in the US, CHADD's programmatic efforts conservatively reached 4,200 students as well as their families in a positive way.

The National Resource Center on ADHD (NRC) - The NRC is CHADD's largest program and serves as the nation's clearinghouse on reliable, science-based information about ADHD. The NRC is funded by the Centers for Disease Control and Prevention and works closely with CDC staffs to develop programs and services that assist those impacted by ADHD and their families, healthcare providers, related professionals and educators.

This year, the NRC's services included answering public inquiries from highly trained and knowledgeable Health Information Specialists; developing ADHD information materials, including videos and fact sheets; maintaining our website with ADHD science-based information; and using social media to disseminate information. Our outreach to underserved communities included the military, African-American and Hispanic communities. Our Bilingual Specialist was available to assist with Spanish speaking inquiries and translating our information into Spanish.

The NRC continued its free *Ask the Expert* webinar series, held twice a month, with presentations from ADHD experts on a variety of ADHD-related topics followed by questions

from the listeners. The NRC also sponsored a local training for educators on working with students with ADHD based on CHADD's Teacher to Teacher model.

The NRC produced a weekly e-newsletter, *ADHD in the News*, in which current and reliable information on ADHD, often new research, was shared with the general public. Our Research Librarian maintained our library database of over 7,000 ADHD books, journals and other materials and provided invaluable ADHD-related information to members and the general public. The NRC promoted emerging scientists working in the field of ADHD through CHADD's Young Scientist Award program and posted research requests from scientists from around the country.

In collaboration with other ADHD organizations, the NRC worked to promote National ADHD Awareness Month in October through social media, webinars and the promotion of an ADHD Toolkit for Professionals.

This year over 1,100,000 people contacted, participated in or otherwise received science-based information on ADHD from the NRC.

Annual International Conference on ADHD – CHADD's Annual International Conference, held in November 2013 in Crystal City, Virginia. During the conference, educational sessions on parenting, medication, coaching, behavioral interventions, workplace issues, and more were held as well as awards provided to stellar volunteers and experts in the ADHD community. This successful meeting offered wonderful networking opportunities, relationship building, and lots of helpful cutting-edge ADHD research and educational information to build new understanding. Attendance exceeded 1,000 and included families, healthcare professionals, and educators. Some of the highlights of the conference were the opening plenary session with Michelle Garcia Winner, speech language pathologist, engaging the audience on the topic of "What's Social Thinking". Another memorable highlight was ADHD Champion, Wendy Davis, best known for her roles in Lifetime's *Army Wives* and ABC's *Scandal*. She was our special guest at the conference on Thursday, November 7 as she talked about living with ADHD and raising a child with the disorder.

Communications and Media Relations - *Attention* magazine sustained its position as the leading nonprofit ADHD publication. The magazine has seen an increase in distribution due to the launch of the magazine's app available on Apple iTunes. During FY14 CHADD staff worked with various media outlets including the following:

- **Newsweek** contacted CHADD for a story about Dr. Richard Saul's book, *ADHD Does Not Exist*; the story appeared on February 25. <http://mag.newsweek.com/2014/02/28/richard-saul-adhd-exist-everyone-agrees.html>
- **Sirius XM's Doctor Radio** contacted CHADD with a request for Ruth Hughes to appear on their show to talk about adult ADHD with Dr. Carol Bernstein.
- **CNN** interviewed CHADD spokesperson Wendy Davis on March 11, "ADHD makes you different, not defective."
- **OWN (Oprah Winfrey Network), "Our America with Lisa Ling."** CHADD provided background, recommended experts, connected producers with families to interview for program on ADHD.
- **NBC News.** CHADD recommended experts and provided possible interviewees for coverage of ADHD in girls.

- **Washington Post.** CHADD recommended experts for various articles. Carolyn Hax mentions CHADD and NRC in her columns when she deals with questions on ADHD.
- **Chicago Tribune.** CHADD provided background and recommended experts for their coverage of ADHD summer camps.
- **Esquire Magazine.** CHADD provided background and recommended experts. Article “Drugging of the American Boy” published April 2014.
- **EverydayHealth.com.** CHADD provided information on ADHD coaching and ADHD in girls; recommended experts and initial contact with potential interviewees.
- **American Medical Assistants Association, CMA Today.** CHADD recommended experts for interview to provide medical assistants with overview of ADHD.
- **Neurology Now.** CHADD provided contacts for potential interviewees from CHADD in New York City for their column “Pictures of You.”
- **National School Counselors Association.** CHADD recommended experts, provided background for article.
- **Oregon Public Broadcasting (NPR).** CHADD provided relevant studies and statistics on high school graduation rates for students with ADHD.
- **Georgia Public Radio and NCBDDD at CDC.** CHADD provided potential interviewees for program on behavioral health workforce needs in GA, highlighting the needs of families of young kids with ADHD.
- **Fusion TV, Univision & ABC Media, “Alicia Menendez Tonight.”** CHADD connected their producers with families that have children with ADHD and couples dealing with ADHD in their relationship for documentary.
- **Euronews TV; “Learning World.”** CHADD recommended experts and provided background information for this international news channel based in France; it broadcasts in 13 languages in 155 countries.
- **C-PAMM.** CHADD disseminated press releases and social media posts on its Facebook page (60,000+) and through Twitter.

CHADD’s Membership Department – To better meet the needs of current and potential members, CHADD created and developed an online survey which was sent by email to 90,357 individuals, of which 81,486 were nonmembers. Among those who were surveyed, 1,703 responded. Based on the survey results, a membership and marketing workgroup was created during FY15, and is using the results of the survey to restructure CHADD’s membership program to better meet the needs and wants of potential and current members.

Partner Services - During FY14, Partner Services (Affiliate Services) worked to grow and expand its services in the south central and mid-western regions of the US by working with volunteers interested in starting CHADD groups in their community. CHADD started six new groups in this area and continues working toward providing CHADD groups in underserved communities.

The highlight of the year was in October during ADHD awareness month. Every CHADD group hosted educational events and activities across the country and many groups participated in CHADD’s social media campaign, *Educate Yourself. Teach Others #ADHD*. Besides hosting regular in-person meetings for parents and adults with ADHD, CHADD volunteers answer questions from the public about ADHD online, by email, and by phone. CHADD Chapters manage their own informative websites and online discussion groups, educate teachers and administrators by providing trainings about the disorder, and assist parents that are struggling with working their school system to get classroom accommodations. Devoted volunteers have

hosted over 200 monthly support groups and kindly supported over 30,000 people affected by ADHD by hosting free educational and supportive meetings every month in their communities. CHADD groups continue to partner with other organizations to host many successful local conferences and events with world-renowned speakers and experts.

CHADD's Information Technology- CHADD's IT department focused on the implementation of an interface with its database for CHADD's annual conference. This allowed our users to sign up for the conference on-line. After the 2013 conference the whole conference registration process was reviewed, taking into consideration the feedback we received, and improvements were put in place for the 2014 conference.

Virtual Conferences were also implemented for the first time this year. By providing on-line learning, the educational sessions could be attended from the comfort of the user's couch and not require them to travel. Additionally, the sessions were accessible after the conference to be 'attended' at the user's leisure.

IT also implemented a social interface on CHADD's website. This is being used by our web community to ask questions of one another and take part in discussions on line. This is much like CHADD having its own 'Facebook' as part of the website.

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2013-2014**

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2013-2014

PUBLIC SUPPORT AND REVENUE	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
Total public revenue and support	\$2,591,967	\$(136,415)	\$2,455,552
EXPENSES			
Program services			
Public Education and Outreach	\$1,963,615	-----	\$1,963,615
Membership and Chapter Services	\$537,305	-----	\$537,305
Public Advocacy	\$48,483	-----	\$48,483
Supporting Services			
Management and general	\$609,387	-----	\$609,387
Fundraising	\$155,569	-----	\$155,569
Total expenses	\$3,314,359	-----	\$3,314,359
Operating (Deficit) Surplus	\$(722,392)	\$(136,415)	\$(858,807)
Other Revenue:	\$34,408		\$34,408
Change in net assets	\$(687,984)	\$(136,415)	\$(824,399)
NET ASSETS AT BEGINNING/YEAR	\$703,338	\$198,997	\$902,335
NET ASSETS AT END OF YEAR	<u>\$15,354</u>	<u>\$62,582</u>	<u>\$77,936</u>