

2006-07 Annual Report
Anne Teeter Ellison,
President of the Board of Directors
CHADD

It is my distinct pleasure to present the 2006-2007 Annual Report on the status, major accomplishments, and financial health of Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD). We currently have the most comprehensive program portfolio in our history, positioning us to reach an ever-expanding number of people affected by AD/HD. We have a comprehensive data system that now allows us to document our performance. We also have the largest and most professionally-trained staff in our history. We have done a better job of retaining former national volunteer leaders than we have at any other time in CHADD's history. Indeed, past and present board members are active in CHADD. The board and staff seem to have a comfortable and collaborative working relationship.

PUBLIC SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted	Total
Total public support and revenue	\$4,697,000	(\$51,800)	\$4,645,200
EXPENSES			
Program services			
Public Education and Outreach	\$3,363,698	---	\$3,363,698
Membership and Chapter Services	\$775,980	---	\$775,980
Public Advocacy	\$68,800	---	\$68,800
Total program services expenses	\$4,208,478	---	\$4,208,478
Supporting services			
Management and general	\$489,980	---	\$489,980
Fundraising	\$330,088	---	\$330,088
Total expenses	\$5,028,546	---	\$5,028,546
Change in net assets	\$331,546	(\$51,800)	\$383,346
NET ASSETS AT BEGINNING/YEAR as restated	\$1,291,455	\$706,466	\$1,997,921
NET ASSETS AT END OF YEAR	\$959,909	\$ 654,666	\$1,614,575

We are extremely pleased that the 2007 CHADD independent financial audit was a resounding success. Under the leadership of CEO E. Clarke Ross, DPA, we practice public transparency in all of our financial matters to increase public confidence in CHADD. The financial health of the organization is stronger than ever, with \$1,291,455 in unrestricted net assets, and \$706,466 in restricted net assets that have been wisely invested. We are in full compliance with the National Health Council (NHC) good operating standards for voluntary health organizations (www.nationalhealthcouncil.org), and the Better Business Bureau Wise Giving Alliance (www.give.org).

Unfortunately for the first time in seven years, our 2006-07 revenues were less than anticipated. This reduction was influenced by a number of extenuating circumstances that included reduced pharmaceutical support, a drop in foundation revenue, and a decrease in revenue from the President's Council. Members of the Board of Directors (BOD) were made aware of the budgetary scenario early in the process, and approved the way the CEO handled these challenges. We are happy to report that membership exceeded budget again this year, though there has been a steady decline in membership since 1997. The BOD has focused on the membership problem for some time, and continues to seek new solutions that will allow us to better serve the public while maintaining fiscal health. Services to chapters have been enhanced, and we remain committed to providing technical assistance to chapter leaders. The resources needed to provide this support are always in the forefront of budget discussions.

In November CHADD celebrated its anniversary at the 2007 20th Anniversary Hall of Fame Conference. The event was the most successful conference since at least 2000, with almost 1,600 attendees. CHADD made its first organized "Morning on the Hill" visit and brought 600 people to Capitol Hill to share with their representatives their personal stories about living with AD/HD. Many of our conference speakers were Hall of Fame members, and we featured a special Saturday track for educators. The 20th Anniversary Gala was sold out, and we were fortunate to have political consultant James Carville and author Yvonne Pennington, Ph.D., as speakers during the gala. Dr. Pennington accepted the CHADD Humanitarian Award on behalf of her son, television host Ty Pennington. We also distributed by e-mail a video on AD/HD to staff members in the U.S. House of Representatives. The video featured U.S. Representative Sheila Jackson Lee (D-Texas), and former CHADD board member Karran Harper Royal. The video encouraged staff members to visit the CHADD Web site to view a special video address from former Surgeon General David Satcher, M.D. As of Nov. 13, 30 percent of House offices had staff members who viewed the video, with a marked increase immediately following our "Morning on the Hill" visit.

In addition to the national conference, CHADD hosts forums and regional conferences around the country. This year CHADD hosted a regional conference in San Diego that was attended by 450 people.

Strong CHADD programs (i.e., Parent to Parent and Teacher to Teacher) have been developed to educate the community about evidence-based practices for AD/HD. These efforts have had a positive impact on the community, and may provide new avenues for

expanding the organization. As of November 2007 we had 1,747 participants and now have 244 teachers enrolled in P2P.

The National Resource Center (NRC) on AD/HD was fully funded by the Center for Disease Control and Prevention (CDC). In addition to the thousands of requests from the community-at-large, the staff has devoted significant time responding to members and chapter coordinators. The CEO and senior staff have also dedicated considerable time (1) representing CHADD within federal-policy circles; (2) responding to misinformation about AD/HD in the national and international media; (3) collaborating with professional organizations to support children, adults and families affected by mental health disorders; (4) preparing and distributing communication products, including *Attention* magazine, *CHADD Notes*, the *NRC Newsletter*, *Leadership Update*, *AD/HD in the News*, and *Hot Off the Press*; (5) meeting core business needs and legal requirements as a Section 501 (c) (3); (6) collaborating with the volunteer leadership on governance and expanding the services and supports of the organization; (7) raising the funds to sustain CHADD and initiate and operate programs, services, and supports to assist persons with AD/HD and related disorders; and, (8) organizing and conducting the 20th Anniversary Gala and Hall of Fame conference on AD/HD.

This report will address progress toward meeting the Strategic Priorities and Objectives outlined for July 1, 2006 – June 30, 2007.

Resource for Accurate Information

Strategic Objective: "Serve as a resource for accurate, evidence-based information, through such vehicles as the National Resource Center on AD/HD and National AD/HD Education Initiative"

The 2006-2007 activities surrounding this strategic objective were extremely effective. A new director of Communications and Media Relations was appointed this year. With a new focus and energy the entire communications staff has produced exciting new messages to reach the public. *Attention* magazine underwent a re-design in an effort to better respond to reader feedback. The design, content and format have been widely acclaimed.

The CEO continues to provide timely messages to the public – the CEO Blogs, *Attention* columns and other written messages to the community address the many challenges and successes of individuals with AD/HD. With his leadership, CHADD is the voice of reason in a media filled with misinformation and falsehoods. The CEO provides a clear, concise and consistent message to the community. These are time consuming activities that are often accomplished long after normal working hours.

CHADD produced an impressive video to celebrate its 20th anniversary and an educational video for National AD/HD Awareness Day. CHADD has leveraged these communication tools to bring about a tremendous change in public perceptions. The CEO, communications staff, and volunteers have been engaged in extraordinary media

efforts and outreach. CHADD's proactive media outreach has resulted in coverage from the following media outlets:

- + *Baltimore Sun*
- + AACAP AD/HD medication guide
- + *Orlando Sentinel*
- + *Mental Health Weekly* on the University of Cincinnati-JAMA prevalence study
- + National and local radio stations
- + *Virginia Pilot* on the Portsmouth school board message
- + *Behavioral Healthcare Magazine's* E-Newsletter
- + *Harvard Mental Health Letter*
- + *Homeschooling Magazine*
- + *USA Today*
- + *The Salt Lake Tribune*
- + *Newsweek*
- + *Education Week*
- + *The LA Times*
- + *Web MD*
- + Roseanne Barr Show
- + *Tallahassee Democrat* and *Mental Health Weekly* on the issue of parental consent legislation.
- + *MSN* on a story on retirement
- + Health Talk
- + *The Atlanta Journal-Constitution*
- + Canadian Broadcast Corporation

CHADD has provided a rapid-response to misinformation that has been disseminated through a variety of media outlets. Over the last year, CHADD has responded to a range of breaking news stories on AD/HD, including Britney Spears' disparaging remarks, Paris Hilton's incarceration and Joyce Brother's, PhD, misinformation. CHADD has responded quickly to misinformation from media outlets, such as the *Cincinnati Enquirer* and *The Louisiana Weekly*.

This year has seen renewed efforts by anti-psychiatry groups to attack CHADD and the science of AD/HD. CHADD's CEO monitors the anti-psychiatry publications and announcements, and shares these attacks with CHADD leadership when appropriate. CHADD produced an advertisement entitled, "AD/HD Does Not Discriminate" that has been used to convey an important message. The ad ran in *The Hill* newspaper on the morning that CHADD took hundreds of people to Capitol Hill.

CHADD continues to reach out to diverse communities. CHADD organized a Spanish forum in Virginia and provides Spanish translations for many of its materials, including *Attention* magazine articles. The NRC organized a community forum for the African-American community. The forum was held in Prince George's County, Maryland, and staffed by the Black Mental Health Alliance of Baltimore. One hundred and forty people participated in the forum, and it was attended by former Washington Redskins player Brig Owens.

Our continued collaboration with the National Medical Association (NMA) section on psychiatry and behavioral science has helped us forge better relationships with leaders in the African American community.

This year there was a particularly aggressive attack on AD/HD from the Portsmouth school board and Virginia School Board Association. CHADD has worked with members of the professional advisory board, and prominent members of the NMA to address the misinformation that was circulated to all parents in the Portsmouth school district.

In the fall, CHADD developed a statement on the follow-up findings of the *Multi-modal Treatment Study (MTA) on AD/HD*. This study was financed by the National Institute of Mental Health (NIMH), and sought to address questions about the course of treatment for AH/HD. CHADD issued a revised and expanded statement on the MTA in response to BBC-UK and Fox News statements that medication has no benefit in the treatment of AD/HD.

The CEO is one of seven voluntary health agency members (out of 49 VHA CEOs) to serve on the National Health Council's VHA-Corporate Relations Work Group and NHC Public Disclosure of Donations Work Group.

This year has seen remarkable inter-departmental cooperation at CHADD, with the communications staff working closely with the director of meetings and events. This collaboration has been a tremendous benefit to the organization. At this year's conference, CHADD unveiled a new conference newsletter, *The Conference Daily*. It was a major success. The CEO and staff have been imaginative, hard working, and creative in their efforts to disseminate our message to the community. This was an extremely good year for CHADD.

Professional Advisory Board

CHADD has made great strides in working with a dynamic, knowledgeable professional advisory board. "What We Know Papers" (i.e., neurofeedback, working memory, urine metabolites and neurotransmitters, sleep disorders, medications for pre-schoolers, and environmental factors) have been updated, and provide current information on these issues. CHADD seeks the advice of the PAB to draft responses to media and printed statements on AD/HD (e.g., the *Journal of Pediatrics* issue of burdens on mothers with children of autism; CHADD's statement on the most recent MTA study findings).

The CEO was invited to serve on numerous advisory committees including: (1) NAMI-Duke University, CMHS-funded, advisory committee to develop a guide for families on evidence-based practices in child mental health; (2) the Oregon Health Science Center-Agency for Health Quality Research, AD/HD technical assistance group, to represent the family perspective; (3) the APA's *Psychiatric Services* to critique for publication its articles on AD/HD; and, (4) the Mental Health Association Evidence-Based Health Care Coalition.

CHADD staff and the board president represented CHADD at National Institute of Mental Health meetings. In 2008 the current president will become CHADD's

Washington, DC, representative on research issues (a non-compensated position). The CEO has sent letters to the National Institute of Mental Health on the need for research on the inattentive form of AD/HD, the need for research on neurofeedback as a treatment for AD/HD, and including AD/HD in National Institute of Health prevalence studies for neurological disorders. Members of the PAB provided feedback to the American Academy of Child and Adolescent Psychiatry (AACAP) regarding its AD/HD medication guide, and services on the AACAP Pediatric Pharmacology Initiative.

CHADD continues to fund the Young Scientist Research Fund Award which is presented at the annual conference. The *Journal of Attention Disorders*-CHADD family oriented research article of excellence award was also presented this year.

National Resource Center on AD/HD

After extensive work with CDC a new five-year cooperative agreement, effective September 1, 2007, was finalized (subject to annual Congressional appropriations). Letters of endorsement for our re-application were obtained from the American Academy of Child and Adolescent Psychiatry, Association of University Centers on Disabilities, the National Alliance on Mental Illness (NAMI), National Latino Behavioral Health Association (NLBHA), National Alliance for Hispanic Health (NAHH), and, the Black Mental Health Alliance of Baltimore. In April, CHADD CEO and staff attended in Atlanta the CDC's National Center on Birth Defects and Developmental Disabilities (NCBDD) open house and were able to join a small group for lunch with the incoming director. In October, the CEO, board president and chair of the PAB, met in a series of meetings with Edwin Trevathan, MD, MPH, and his NCBDD staff. CHADD's CEO agreed to be nominated and was subsequently elected to the NCBDD External Partners Group (EPG) executive committee.

CHADD staff provided in-service training to Substance Abuse and Mental Health Services Administration (SAMHSA) Mental Health and Substance Abuse Clearinghouse and the National Alliance for Hispanic Health (NAHH). This reflects the excellent reputation the NRC has within clearinghouse circles. In collaboration with the National Health Council, staff worked with the National Sleep Foundation to co-link Web sites.

CHADD staff organized an impressive series of exhibits during the past year for the American Academy of Physician Assistants, Learning Disabilities Association, NAACP, National Association of Secondary School Principals, National Hispanic Medical Association, National PTA, National Council of La Raza, and Society of Teachers of Family Medicine. The NRC launched in February 2007 *NRC News*, a bi-monthly newsletter to every e-mail address in the CHADD data base. The search topics for the NRC online library have been expanded and will provide an NRC Spanish language Web site. The NRC Library, as of November 2007, has 2,849 publications online.

Diversity

Strategic Objective - Promote diversity and cultural competence and integrate them into all of CHADD's major functions.

CHADD's efforts are led by the chair of the Cultural and Community Outreach Workgroup and the CEO. CHADD was represented by the board at the NAMI Multi-cultural Partners annual meeting. Numerous activities have been organized including the *Louisiana Weekly* response, production of the video featuring Congresswoman Sheila Jackson-Lee/Karran Harper-Royal, local forums, National Medical Association-CHADD annual dinner, conference exhibits, NRC Spanish language web site, NAHH in-service training, and the Prince George's County forum.

CHADD has been engaged in cultural outreach on several fronts. The chair of the Cultural and Community Outreach Workgroup has worked in Philadelphia and with Delta Sigma Theta Sorority to organize a community forum in Tampa. Other volunteers on the Cultural and Community Outreach Workgroup: interviewed on *Telemundo*; organized community forums in Dallas, Texas and Tampa, Florida; served as faculty at our Arlington forum; spoke to the National Council on Black American Affairs, Southern region; spoke to the Black Parents Forum; and, our Chester County, Pennsylvania chapter exhibited at the African-American and Wellness Exposition. The CEO briefed the leadership of the Black Mental Health Alliance of Baltimore on anti-mental health efforts and provided resources to Jacquelyn Duval-Harvey, Ph.D, on her AD/HD chapter for her textbook on *African-American Psychology*. Each issue of *Attention* includes an article in Spanish. Staff is preparing the *CHADD Information and Resource Guide* in Spanish. Other volunteers have been identified and the basic work plan has been drafted.

Members and Chapters

Strategic Objective: Develop and implement a membership plan that addresses the defined needs of CHADD's target audience and provide a forum for continuing education

Membership revenue exceeded budget for the second time in five years, but membership continues to decline. The board continues to analyze and debate the role of CHADD membership. CHADD has significantly enhanced services to our chapters and our chapters are stable for the first time since 1997. One of our greatest needs is additional staff resources to provide face-to-face technical assistance to chapter leaders to grow community support and services. Our Parent to Parent and soon to be Teacher to Teacher programs have the potential to grow the membership, grow the donor base, and build community-based programs.

The membership workgroup has taught us an important lesson during the past year and a half – personal work group contact with expiring, non-renewing professional members results in renewals. Our professional membership has been stable for over a year. Our challenge – it is not realistic to have personal contact with all expiring, non-renewing members, but that is an approach that works.

We conducted independent market research and collected data on membership trends and needs. The board considered recommendations at the April 2007 meeting. Staff members are preparing a draft membership marketing plan that will be considered this spring. In response to the market research, the “plus” category of membership was terminated, which has allowed us to develop a more robust and comprehensive professional directory. This has been a very time-consuming and technical challenge.

In addition to regular marketing efforts, CHADD prepared a two-page brochure on the organization and its membership that was mailed free by AACAP to its 7,500 members. The membership services work group ran an advertisement with an offer for a free article in the *Journal of the American Association of Marriage and Family Therapy*.

P2P classes continue to grow. By November 2007 we had 1,747 people who had participated in the classes. CHADD launched an online class this year; hired a full-time P2P staff coordinator; and, prepared a P2P summary for the American Academy of Pediatrics monthly newsletter, "Chapter Connections." We now have 244 P2P teachers.

We provide face-to-face support and created several chapters in Georgia. It demonstrates the importance and potential of having face-to-face assistance available to our chapters. The president of the board traveled to the Virgin Islands at that government's expense to help launch two new CHADD support groups sponsored by the first lady of the Virgin Islands. This event was posted on our homepage and was featured in the December issue of *Attention*. We continue to need additional staff resources to provide face-to-face technical assistance to chapter leaders to grow community support and services.

Public Outreach and Advocacy

Strategic Objective: Influence national, state, and local public policies

CHADD continues to successfully influence public policies. Our CEO was actively involved in this activity. In December 2006, the CEO presented on AD/HD to the Women in Government conference in Del Mar, California; 19 state legislators attended and CHADD was paid a small honorarium. CHADD introduced a Kentucky state legislator to a former CHADD president, who had the legislator speak at her chapter conference, and we will feature the legislator in our February 2008 issue of *Attention* magazine. In October 2007, one of our PAB members presented to a “Women in Government” conference in Lake George, New York, and a CHADD chapter coordinator attended the conference as an observer.

CHADD staff organized CHADD's first receptions for state legislators, in Florida, Georgia, and Utah. Staff members have been actively involved in countering anti-mental health legislation in Florida and Utah. In addition the CEO and president of the board represent CHADD at the AACAP child mental health family summit. An outgrowth of the summit is the creation of the AACAP summit state advocacy work group. Two staff members represent CHADD on this work group. CHADD has been able to turn to the work group as threats have arisen from anti-mental health efforts.

The CEO remains actively engaged with numerous agencies and was one of four National Health Council voluntary health agency (VHA) CEOs (out of 49) to serve on the NHC government affairs benchmarking project, and one of seven NHC VHA CEOs to serve on the NHC prescription medications advisory team. The CEO serves as secretary of the board of the REACH Institute (Resources for Advancing Children's Health),

CHADD's CEO chaired the Campaign for Mental Health Reform (CMHR) work group on principles and values for SAMHSA legislative reauthorization and served on the Campaign work group which drafted "Mental Health is Integral to Health Act," a proposal to increase the mental health responsibilities of CDC and NIH. The Deputy CEO represents CHADD on a Bazelon Center organized coalition on Positive Behavioral Supports. We attend Washington, DC, mental health coalition meetings. The CEO serves on the Mental Health America organized Evidence-Based Health Practice coalition. During 2008, the president of the BOD will represent CHADD with the evidence-based practice and research groups.

As a result of the CEO's work in response to Coventry Health's denial of assessment and treatment payment for adult AD/HD, the management team decided and administered a survey of the health insurance experiences of adults with AD/HD.

Many national volunteer leaders represent CHADD in national projects including the AACAP summit; NIMH; the IDEA Partnership; the AAP AD/HD guidelines; and, the World Federation on Mental Health annual meeting in Hong Kong. In collaboration with volunteers, CHADD staff members are updating our advocacy manual.

Development

Strategic Objective: Develop sustaining and adequate sources of revenue

The financial health of the organization is stronger than ever with \$1,291,455 in unrestricted net assets and \$706,466 in restricted net assets. For the first time in seven years, we failed to meet our revenue projections because of changes in the pharmaceutical industry, lack of success with foundation funding, and reduced President's Council donations. Steps are already in place addressing these three areas.

A major accomplishment for our reputation and standing was certification by the Better Business Bureau (BBB) Wise Giving Alliance (WGA). This is the most important seal of approval in the charitable arena.

CHADD joined the National Health Council Business Partners Program, giving us many purchasing discounts. Other than the one time 20th Anniversary Gala Dinner, the golf tournament is CHADD's annual special fund-raising event. BOD members have made a commitment to become more engaged in fund-raising, and one member raised roughly \$4,000 for the Matt Cohen membership support fund. The President's Council continues to provide needed support to fund special projects (Parent to Parent, and Teacher to Teacher), and cover regular operating costs. The success of the President's Council is so

important to the organization and we are grateful for the time and effort that goes into developing new donors.

Human Resources

CHADD currently employs 30 full-time employees. We currently employ the most experienced, talented staff in our 20-year history. The board, volunteers, and the staff enjoy a strong relationship built on mutual respect and a shared vision.

Information Technology

This year a new Web site, integrated with our association data system, was completed. CHADD has improved its in-house technical ability with the hiring of an IT manager who works with other senior staff iMIS manager. We have corrected member log-in problems, substituted the Informz e-newsletter technology (a fee service) for internal staff generated electronic newsletters, improved iMIS data problems, and redesigned the welcome page log-in process.

Conclusions

CHADD is at its best position in our history. But we have major challenges in fund development, chapter support, and membership. We also have to focus on making software upgrades for accounting, building a larger cash reserve, and improving our Internet technology/Web site.

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