

2008 Annual Report
Anne Teeter Ellison,
Immediate Past President of the CHADD
Board of Directors

It is my pleasure to prepare the *2008 Annual Report* on the status, major accomplishments, and financial health of Children and Adults with Attention-Deficit/Hyperactivity Disorder. CHADD is a family membership organization with 12,000 members in over 200 community groups in 41 states, Puerto Rico, the Virgin Islands, and the District of Columbia. Our website, www.chadd.org, provides an overview of the information and services we provide, as well as a list of our chapters.

A member of the National Health Council, CHADD is in “full compliance” with the NHC’s standards of excellence for voluntary health organizations.

PUBLIC SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted	Total
Total public support and revenue	\$4,705,513	(\$27,517)	\$4,677,996
EXPENSES			
Program services:			
Public Education and Outreach	\$3,452,537	-	\$3,452,537
Membership and Chapter Services	\$772,144	-	\$772,144
Public Advocacy	\$102,579	-	\$102,579
Total program services expenses	\$4,327,260	-	\$4,327,260
Supporting services			
Management and general	\$474,572	-	\$474,572
Fundraising	\$400,445	-	\$400,445
		-	
Total expenses	\$5,202,277		\$5,202,277
Change in net assets	(\$496,764)	(\$27,517)	(\$524,281)
NET ASSETS AT BEGINNING/YEAR as restated	\$959,909	\$654,666	\$1,614,575
NET ASSETS AT END OF YEAR	\$463,145	\$627,149	\$1,090,294

Information on the National Health Council is available online at www.nationalhealthcouncil.org. CHADD is certified as meeting the Wise Giving Alliance standards of the Better Business Bureau (see www.give.org).

According to the September 26, 2008, Audited Financial Statements conducted by SL+O, Squire, Lemkin, and O'Brien Public Accounting Firm, CHADD's "financial statements are free of material misstatement and are fairly presented in conformity with generally accepted accounting principles." Furthermore, CHADD is in "compliance with requirements described in the U.S. Office of Management and Budget (OMB) Circular A-133 Compliance Supplement."

For the fiscal year July 1, 2007 through June 30, 2008, 83.2% of CHADD's expenditures (\$4,209,641) went to program services with 9.4 % (\$474,572) going to "management and general" ; 7.4 % (\$374,209) going to fundraising. Two percent of CHADD's budget (\$102,579) went to "lobbying" activities, as defined by the Internal Revenue Service.

Pharmaceutical donations received by CHADD in 2008 included support from Eli Lilly, McNeil, Novartis, and Shire US. CHADD operates under a statement of "Ethical Principles for Acceptance of Support." An excerpt from that statement reads: "While CHADD is committed to achieving a diversified base of corporate support and actively seeks contributions from businesses and corporations with no direct financial interest in AD/HD, CHADD believes it is ethically sound to request business concerns that profit from AD/HD to devote a portion of those profits to support charitable endeavors that will benefit people with AD/HD. CHADD is committed to avoiding a conflict of interest or even its appearance in accepting financial support from corporations with vested interests in how consumers, the healthcare community, and education professionals regard their products. To assure that conflicts of interest do not occur, CHADD's Board of Directors has determined that acceptance of substantial restricted or unrestricted gifts from commercial enterprises and foundations, and CHADD's subsequent relationship with these donors, shall be governed by a strict set of ethical principles that requires mutual agreement by CHADD and its donors." The complete statement is available from our website: www.chadd.org.

Despite the financial challenges facing all nonprofit organizations across the country, CHADD remains in strong financial health and has made enormous contributions to its members and the broader national and international community. Through our myriad of services and programs, CHADD continues to be a leader by providing science-based AD/HD information to the community, in advocating for the legal rights of individuals affected by AD/HD, and in providing support and resources to individuals affected by AD/HD and their families through our chapters, satellites, and branches.

Major Accomplishments/Activities for 2008 will be highlighted based on CHADD's Strategic Objectives.

Provide information to and services for people affected by AD/HD

In September 2008, CHADD had 66 chapters, 102 satellites, and 32 branches, for a total of 200 local affiliates. CHADD staff and volunteers developed a statewide organization in Pennsylvania as a possible model for other states.

In an effort to better serve our members, CHADD staff finalized *Attention* magazine archives on its website. This is a major accomplishment that took countless hours of staff time.

CHADD's Parent to Parent (P2P) program was featured in the *Harvard Mental Health Letter*. In September 2008, the program had 248 certified teachers and 2,578 participating families. In May we conducted a P2P training program in Spanish in Northern Virginia. In June a successful P2P certified training program in Minneapolis was conducted for teachers. The program underwent major revisions this past year and is stronger than ever.

In April CHADD conducted the first Teacher to Teacher educators' in-service pilot training in Michigan. A full-day training session was conducted at the November 2008 CHADD annual conference. The Teacher to Teacher (T2T) program faculty members are currently finalizing the program for broad distribution.

In November we held CHADD's 20th International Conference on AD/HD. The conference featured speakers and attendees from around the world. The conference featured topics for parents/family members, adults/teens with AD/HD, healthcare providers and psychologists, educators, physicians, coaches, and policy advocates. In addition to Bruce Jenner, other keynote speakers included Dr. Ross Greene, clinical professor in the Department of Psychiatry at Harvard Medical School and founding director of the Collaborative Problem Solving Institute at Massachusetts General Hospital, and Dr. Jay Giedd, chief of the Brain Imaging Unit at the Child Psychiatry Branch of the National Institute of Mental Health (NIMH).

CHADD provided Continuing Education (CE) to physicians and healthcare providers at the November annual conference in Anaheim, California. CE certifications were provided to 95 psychologists, social workers, and counselors, and 63 Continuing Medical Education (CME) certifications to physicians. Continuing Education Units are required in a licensed profession in order for the professional to maintain the license. It provides evidence of completion of continuing education requirements mandated by certification bodies.

During 2008, CHADD conducted community forums expressly for the African-American, Hispanic-Latino, and Orthodox Jewish communities in Arlington, Virginia; Atlanta, Georgia; Brooklyn, New York; and Bowie, Maryland.

Increase public awareness, understanding and acceptance of AD/HD

Continue to serve as a resource for accurate, evidence-based information, through such vehicles as the National Resource Center on AD/HD (NRC) and the National Education Initiative.

In September 2008, 53,956 unique visitors used the NRC website. Staff is currently preparing its annual performance report to the funder and sponsor, the CDC. For August 2005 through July 2007, the NRC responded to 18,518 unique requesters seeking 21,952 discrete information requests. Of that number, 56.8% were by phone; 3.9% were by fax or letter; and 39.3% were by website and e-mail. And 21.1 % of these were education and legal issues; 19.5% were treatment issues; 11.2% were child and adolescent issues; and 6.6% of these were adult issues. Of the treatment inquiries, 40.7% were medication and 14.3% were alternative interventions. Response in July 2006 was 3.4 days for telephone and 6.2 days for website and e-mail inquiries. As of September 2008, the NRC online library holdings numbered 3,013.

In July, CHADD staff re-established the *Ask the Expert* online chat. July focused on coaching and October featured parenting children with behavioral challenges. These chats have been well received. In August our NRC director presented at the CDC-sponsored Health Communication, Marketing, and Media Conference.

Disseminate and increase information about AD/HD to target audiences which include parents and families, public policymakers, the media, African American leaders, Spanish-language users, mental health and healthcare professionals, and educators.

In April, our president-elect, with one of our PAB members, presented at the conference of the American Council of Osteopathic Pediatrics. In May CHADD staff represented CHADD in the Center for Mental Health Services May Child Mental Health Awareness Day activities. CHADD is a financial co-sponsor of these activities.

The NRC operates a website that is written completely in Spanish, and every issue of *Attention* magazine contains a Spanish-language article.

Provide information on symptoms, evaluation, and treatment for children and adults on the CHADD website.

The communications department organized multiple responses when the 36-month National Institute of Mental Health (NIMH) sponsored Multisite Multimodal Treatment Study on AD/HD (MTA) evaluation was published. There were tremendous inaccurate media portrayals of this evaluation. In April the communications department and the NRC led the effort, with our PAB leadership, to provide accurate public information in response to the American Heart Association's recommendation for cardiac screening of children and young people when they are prescribed stimulant medications. CHADD received significant media coverage for its work. The intensity of this work continued in May. CHADD staff also developed a new CHADD section of its website called, "Understanding AD/HD." In the first three days of posting this new entry, 1,440 users accessed the site.

Increase the public's understanding that the NRC is an integral program of CHADD.

CHADD staff members continue to work to enhance both the CHADD and NRC websites with links attempting to reinforce that the NRC is a program of CHADD. The Parent to Parent (P2P) program and work with our chapters continue to reinforce this point.

Increase CHADD visibility through cyberspace (e.g., Internet website search engines and social networking sites).

CHADD staff redesigned the public policy website and populated the site with new content almost every week. In March we finalized the *Attention* magazine archives on the website. We are happy to be in the position to finally provide this member benefit. The *Attention* magazine editor keeps this archive current.

In April the Edge Foundation listed the NRC website and the CHADD leadership blog as two of the five best web pages focused on AD/HD. In June the communications department working with the NRC released a redesigned CHADD website welcome page. In September the communications department launched CHADD's presence on Facebook, and we informed our membership of this development through an *Informz* e-mail blast. In the first few days this page—which features information on CHADD, AD/HD, and related events—had more than 200 “fans.” Moreover, a 12-month average in September showed that there are 126,779 monthly unique users of our combined NRC-CHADD websites.

Increase name recognition and visibility of the organization.

The director of communications developed a video on AD/HD featuring U.S. Rep. Sheila Jackson Lee (D-TX), former U.S. Surgeon General David Satcher, and former BOD member Karran Harper-Royal. The video is posted on CHADD's website and was e-mailed to members of Congress.

CHADD met the National Health Council *Standards of Excellence*.

In April, we learned that *Attention* magazine received an award from the Society of National Association Publications (SNAP) for best design. SNAP also awarded the director of communications an individual award for his *Attention* magazine articles on AD/HD and finances. Writing that Works awarded *Attention* a most improved magazine.

Through the work of staff at Sonnenschein, Nath, and Rosenthal, CHADD was able to obtain sponsorship of AD/HD Awareness Day through a U.S. Senate Resolution. The director of communications worked with ADDA and *ADDitude* magazine on a coordinated AD/HD Awareness Day project.

P2P was featured in the *Harvard Mental Health Letter*. In July, our current President-elect represented CHADD at the ADDA annual conference. In August, CHADD's CEO was the only non-medical doctor in attendance at the AACAP consensus-building conference on conflicts of interest in research.

In September the communications department organized a radio media tour that reached more than two million radio listeners and featured our new CHADD president and one of our former chapter coordinators. More than 25 radio stations aired interviews. CHADD staff encouraged the chapters to organize “fun days” with AD/HD education in September around AD/HD Awareness Day. The director of meetings and event planning worked with the chapter services manager to develop the template for organizing the fun days and well over 20 chapters conducted such events.

In October, after months of work, Shire released its “Adult AD/HD Is Real” public service announcement with Howie Mandel. The AD/HD Coaches Association, ADDA, and CHADD as authorized by the board collaborated in this initiative. Staff in the communications department developed a new web page on adults with AD/HD on the CHADD website, and we announced this through an *Informz* e-mail blast to our database. The communications and media relations professionals arranged for the CEO Blog to be posted on HealthCentral.com, which brought revenue to CHADD.

Influence national, state and local public policies

Implement the adult and child public policy agendas.

CHADD’s CEO was invited to speak to the annual meeting of the Association of University Centers on Disability (AUCD). ADDA’s leadership visited CHADD and met with our new president, senior CHADD staff, and CHADD’s CEO to discuss areas of possible collaboration.

The immediate past president and CHADD’s CEO represented CHADD in two American Academy of Child and Adolescent Psychiatry (AACAP) family summits (March and September, 2008). Our immediate past president was one of the three leaders who drafted the summit’s “Bill of Rights” for children with mental health needs.

The National Center on Gender Issues and AD/HD terminated its business and donated \$10,000 to CHADD to operate a scholarship program targeted to girls and women with AD/HD. CHADD’s CEO serves on the boards of directors of the REACH Institute and Campaign for Mental Health Reform.

Proactively educate Members of the U.S. Congress and state legislators in targeted states about AD/HD.

In April, eight members of the CHADD board participated in the American Academy of Child and Adolescent Psychiatry (AACAP) Hill Day visits. CHADD board members visited congressional offices with groups of psychiatrists and family members affected by various mental health disorders.

Enhance funding for the National Resource Center (NRC) on AD/HD.

The U.S. Congress renewed its support for a CDC (Centers for Disease Control and Prevention) AD/HD program that includes CHADD’s National Resource Center on AD/HD.

Develop a plan for increased federal and other funding of research to better understand, prevent, and treat AD/HD and related disorders.

In February the immediate past president, along with CHADD's CEO, director of communications, and the director of the NRC met with the directors and senior staff of the National Institute of Mental Health and the National Institute of Drug Abuse (NIDA).

In April the American Academy of Child and Adolescent Psychiatry (AACAP) Hill Day featured a request drafted by the immediate past president for the reconvening of a National Institute of Health (NIH) Consensus Conference on AD/HD. The first conference, which was convened in 1998, contains outdated information and has been used to discredit the existence of AD/HD as a real disorder.

In April the director of communications worked with NIMH and posted a CHADD leadership blog by NIMH Director Dr. Tom Insel. In April, the director of communications interviewed NIDA director Dr. Nora Volkow, and the interview was published in the June issue of *Attention*.

Continue to serve as a resource for accurate, evidence-based information, through such vehicles as the National Resource Center on AD/HD and the National Education Initiative.

In July, CHADD staff re-established the *Ask the Expert* online chat series. July featured a chat on coaching and October featured a chat on parenting children with behavioral challenges. These articles have been well received.

In August, the director of the NRC presented at the CDC Second Annual Health Communication, Marketing, and Media Conference.

In September 2008, 53,956 unique visitors used the NRC website. For August 2005 through July 2007, the NRC responded to 18,518 unique requesters seeking 21,952 discrete information requests. Of that number 56.8% were by phone; 3.9% were by fax or letter; and 39.3% were by website and e-mail. And 21.1 % of these were education and legal issues; 19.5% were treatment issues; 11.2% were child and adolescent issues; and 6.6% of these were adult issues. Of the treatment inquires, 40.7% were medication and 14.3% were alternative interventions. Response director of the NRC in July 2006 was 3.4 days for telephone and 6.2 days for website and e-mail. As of September 2008, the NRC online library holdings numbered 3,013.

Disseminate and increase information about AD/HD to target audiences which include parents and families, public policymakers, the media, African-American leaders, Spanish-language users, mental health and health care professionals, and educators.

In April, our president-elect and a PAB member presented at the conference of the American Council of Osteopathic Pediatrics.

The NRC operates a website completely in Spanish. Every issue of *Attention* magazine contains a Spanish-language article. Our annual conference contains numerous sessions for diverse populations and featured an award-winning program named Community

Parent Education (COPE) for preschool children at-risk for AD/HD. COPE has been adapted for both Spanish speaking families and African-American and Hispanic families.

Provide information on symptoms, evaluation, and treatment for children and adults on the CHADD website.

The director of communications organized multiple responses when the 36-month NIMH MTA evaluation was published. Senior staff, with input from our PAB, provided accurate public information on the April American Heart Association recommendation for cardiac screening of children and young people when they are prescribed stimulant medications. CHADD received significant media coverage for our work.

Staff developed a new CHADD website section, “Understanding AD/HD.” In the first three days after we posted this new entry, 1,440 users visited this section.

Increase the public's understanding that the NRC is an integral program of CHADD. Program Directors and their teams continue to work to enhance both the CHADD and NRC websites with links attempting to reinforce that the NRC is a program of CHADD. The P2P program and work with our chapters continue to reinforce this point.

Increase CHADD visibility through cyberspace (e.g., Internet website search engines, social networking sites).

The managing editor redesigned the public policy website and public policy staff populate the site with new content almost every week. In addition, the communications department staff developed a new CHADD website entry, “Understanding AD/HD.” In the first three days that we posted this new entry, 1,440 users accessed the section.

In March we finalized the *Attention* magazine archives on the web.

In April the Edge Foundation listed the NRC website and the CHADD leadership blog as two of the five best web pages focused on AD/HD.

In June the communications department working with the director of the NRC released a redesigned CHADD website welcome page. According to a 12-month average, calculated in September, there are 126,779 monthly unique users of our combined NRC-CHADD websites.

In September the director of communications launched CHADD’s presence on Facebook and we informed our membership through an *Informz* e-mail blast. In the first few days, this page, which features information on CHADD, AD/HD, and related events, had more than 200 “fans.”

For the second year, our CEO has produced two to three CEO blogs each month, attempting to combine a family’s “lived experience” with that of recent CHADD and environmental events.

Increase name recognition and visibility of the organization.

CHADD director of communications developed an e-mail video on AD/HD featuring U.S. Representative Sheila Jackson Lee (D-TX), former U.S. Surgeon General David Satcher, and former BOD member Karran Harper-Royal.

CHADD met the National Health Council *Standards of Excellence*.

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Through the work of consultants at Sonnenschein, CHADD was able to obtain a recognition of AD/HD Awareness Day by the U.S. Senate.

The communications department worked with ADDA and *ADDitude* magazine on a coordinated AD/HD Awareness Day project. P2P was featured in the *Harvard Mental Health Letter*.

In August, our CEO was the only non-medical doctor in attendance at the AACAP consensus-building conference on conflicts of interests in research.

In September, our president and one of our chapter leaders participated in a media tour that reached more than two million radio listeners. More than 25 radio stations aired the interviews.

In October, after months of work, Shire released its “Adult AD/HD Is Real” public service announcement featuring Howie Mandel. The AD/HD Coaches Association, ADDA, and CHADD as authorized by the board collaborated in this initiative.

Influence national, state and local public policies

Implement the adult and child public policy agendas.

ADDA’s leadership visited CHADD and met with the president, CEO, director of special programs, and the director of development to discuss areas of possible collaboration.

The immediate past president and the CEO represented CHADD in two American Academy of Child and Adolescent Psychiatry (AACAP) family summits (March and September). Our immediate past president was one of the three leaders who drafted the summit’s “Bill of Rights” for children with mental health needs.

The CEO serves on the boards of directors of the REACH Institute and Campaign for Mental Health Reform.

Proactively educate Members of the U.S. Congress and state legislators in targeted states about AD/HD.

In April eight members of the CHADD board participated in the AACAP Hill Day visits.

Enhance funding for the National Resource Center on AD/HD.

In a year of level funding for HHS programs, our collaborative work with Sonnenschein, Nath, and Rosenthal resulted in a \$68,000 congressionally directed increase in the CDC AD/HD program appropriation.

In February, CHADD's CEO and immediate past president met with members of Congress seeking a \$300,000 increase in NRC appropriations. These appointments were arranged by Sonnenschein, Nath, and Rosenthal.

The CEO is one of the co-chairs of the National Center on Birth Defects and Developmental Disabilities (NCBDDD) External Partners Group's advocacy committee. The External Partners Group launched an effort to establish a \$5 million congressionally appropriated program to address disparities faced by the special populations served by NCBDDD. In February and March, leaders from CHADD and the March of Dimes met with members of Congress on this initiative. In May, they obtained the signatures of 27 national associations endorsing this proposal to the U.S. Congress.

Develop a plan for increased federal and other funding of research to better understand, prevent, and treat AD/HD and related disorders.

In February, CHADD's president, CEO, director of communications, and director of the National Resource Center met with the directors and senior staff of NIMH and NIDA.

We have drafted a request for the reconvening of a NIH consensus conference on AD/HD. The first conference was convened in 1998, and contains dated information on the science of AD/HD.

The National Center on Gender Issues and AD/HD donated \$10,000 to CHADD to operate a scholarship program targeted to girls and women with AD/HD.

In April we worked with NIMH and posted a CHADD leadership blog by NIMH director Dr. Tom Insel.

In April, we interviewed NIDA Director Dr. Nora Volkow, and the interview was published in the June issue of *Attention*.

Financial strategy

Given the situation with the federal government's domestic appropriations, CHADD has been successful with our Centers for Disease Control and Prevention (CDC) funding of the National Resource Center. Funding in 2008 was \$1,018,644.00 and represented 18.5 % of our total funding.

While the trend is in decline, we continue to have 10,000 to 11,000 members, and over a half a million dollars in annual revenue.

Our gala dinner event increased our individual donations. Corporate funding for 2008 was \$1,205,000.00 and represented 21.9% of total revenue