

Our Mission Statement: CHADD improves the lives of people affected by AD/HD.

It is my pleasure to prepare this annual report on CHADD's major accomplishments and our organization's financial health.

In addition to detailed financial information, this report includes messages that we received from those we serve. The AD/HD community is genuinely grateful to CHADD for the work that we are doing to provide information, support, and advocacy for those affected by the disorder.

Marie S. Paxson, CHADD President

PUBLIC SUPPORT AND REVENUE	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
Total public support and revenue	\$4,650,182	(\$80,232)	\$4,569,950
EXPENSES			
Program services			
Public Education and Outreach	\$3,210,098	----	\$3,210,098
Membership and Chapter Services	\$ 713,377	----	\$ 713,377
Public Advocacy	\$ 57,752	----	\$ 57,752
Total program services expenses	\$3,981,227	----	\$3,981,227
Supporting services			
Management and general	\$ 600,710	----	\$ 600,710
Fundraising	\$ 179,719	----	\$ 179,719
Total expenses	\$4,761,656	----	\$4,761,656
Change in net assets	(\$ 156,618)	(\$80,232)	(\$236,850)
NET ASSETS AT BEGINNING/YEAR as restated	\$ 463,145	\$627,149	\$1,090,294
NET ASSETS AT END OF YEAR	<u>\$ 306,527</u>	<u>\$546,917</u>	<u>\$853,444</u>

“Thank goodness for CHADD.”

“I’d be lost without CHADD.”

“CHADD has made such a difference.”

“Finally, a place for me to share what is really going on.”

“Why doesn’t anyone else get this?”

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

“I have to say that The New CHADD Information and Resource Guide and my first edition of the Attention magazine have been VERY worth my membership with CHADD already! We are presently working on a 504 PLAN for our 14-year-old son and the guide has been a help! I have been carrying them both around with me and have them next to my bedside each night, so they rarely leave my side! Great information for me and adults with AD/HD. Thank you!”

In June 2009, CHADD had a total of 194 local affiliates (chapters, branches and satellites). This is quite an accomplishment, because individuals affected by AD/HD have access to information and support right in their own communities. Parents of children with the disorder and adults with AD/HD meet to share their struggles and their accomplishments and learn strategies that will help them cope.

“I saw and read a Sunday newspaper article about an adult with AD/HD. Her life pretty much mirrored mine, and I was convinced that I had the same disorder. I found information about my local CHADD chapter at the end of the article, and the rest is history.”

These local groups are all run by volunteers who arrange for speakers on relevant topics, facilitate discussions, field questions by phone and e-mail, and organize outreach activities. Most groups hold at least nine meetings per year. Several groups have monthly meetings for different audiences – parents, adults with AD/HD, teens, college students, etc.

In addition to these “hands-on” activities, CHADD’s volunteers perform the administrative duties that are required of non-profit organizations. All of this is accomplished while they and their families are coping with AD/HD-related issues.

CHADD was instrumental in the passage of the U.S. Senate resolution recognizing September 18, 2008, as AD/HD Awareness Day. Several awareness activities took place across the country. Our theme was “From First Years to Golden Years: AD/HD and Life’s Relationships.”

CHADD reached more than two million radio listeners through a media tour featuring our national president and a CHADD professional member discussing AD/HD’s impact on children and adults. More than 25 radio stations across the country aired interviews, which encouraged listeners to visit our website for more information on CHADD and AD/HD.

The Parent to Parent Program published a new workbook with a new curriculum. This is the culmination of more than two years of work by the Parent to Parent founders and staff. The materials have gone out to more than 250 P2P teachers across the country and will be

used for all new classes. As of June 2009, the number of certified active teachers was 297, and we have now trained 3,551 families.

"Everyone needs to get the word about these classes. They are fabulous!"

"It was a GREAT class. Thank you for doing it!"

"The general information helped us understand and approach our child in an informed way."

Many parents consider CHADD's Parent to Parent (P2P) classes to be instrumental in successfully managing their children's AD/HD. Since children with the disorder often need specialized parenting techniques, this is often the first time that parents are presented with research-based, practical methods that can make such a huge difference in their daily lives.

For areas of the country that don't have local affiliates or P2P instructors in their communities, CHADD offers online classes several times a year. The response to this has been very encouraging and heartwarming.

Our 20th Annual International Conference on AD/HD took place in November, 2008. We met in Anaheim, California, with CHADD members and experts in the fields of AD/HD studies from across the globe for four days. During that time we hosted many training sessions, presented awards to contributors in the field of AD/HD and volunteers working to improve the lives of people affected by the disorder. Our final conference attendance was 1,146 attendees.

Our annual conference serves many different audiences:

1. Parents of children with AD/HD and adults with AD/HD attend the workshops to further educate themselves about the disorder and to take practical strategies that are immediately useful back home with them.
2. Scientists attend to present new research findings to our attendees. They share information and network with each other. This can create new opportunities for advancements in the diagnosis and treatment of AD/HD.
3. Educators attend our conference to learn new classroom management techniques. In 2009 CHADD became a continuing education provider for educators through IACET. This approval based on rigorous criteria means that educators from every state in the US are eligible for CEU's by attending our annual conferences.
4. Clinicians and health and mental health professionals attend to learn new information and theories to help their clients.

“I love CHADD! I was diagnosed in May of 2005 at the age of 54. Since 2005, our youngest daughter, who is now 25, has been treated for AD/HD with very good results. I’m planning on attending the annual conference in November and also take the (CHADD) Parent to Parent training. Thank you and all of the volunteers for your service.”

Our conference attendance in Anaheim had 1,146 attendees. This speaks volumes to the importance of this event in the AD/HD community. The global economic crisis was on everyone’s mind in November 2008, so people were very selective about how they spent their money.

We conducted a community forum for the orthodox Jewish community, as part of our cultural and community outreach efforts in Brooklyn, New York. This is the first community forum of this type. The forum, hosted by CHADD Brooklyn, was successful and well-attended.

Serving diverse populations in an ethnically and culturally appropriate way is very important to CHADD. While the scientific information is geared to be helpful to all who are affected by AD/HD, putting the knowledge into practice requires cultural sensitivity. CHADD’s role in working with underserved populations in a meaningful manner has been a part of our mission for many years.

Also in the later part of 2008, we conducted forums for the African-American community in Atlanta, Georgia, and Bowie, Maryland.

In July 2008, CHADD CEO E. Clarke Ross spoke at the annual conference of the National Medical Association and received a \$2,000 honorarium, which was donated to CHADD. CHADD organized and hosted a dinner for the NMA section on psychiatry and behavioral science and arranged for former CHADD board member, Karran Harper Royal, to speak. Clarke was presented by the NMA with a certificate of appreciation for CHADD’s five-year collaboration.

“Honestly, we can’t remember how we discovered CHADD but we can assure that joining this organization was one of the most important decisions of our lives. Our youngest daughter was diagnosed with AD/HD and many questions came into our minds: What is this? Is it treatable? Can it be cured? Which professionals are best and available? Where to get help and support? What needs to be done? A myriad of feelings and emotions: fear, disbelief, worries, guilt, loneliness, a sense of abandon and being judged at the same time by family members, friends and co-workers. Sound familiar? After attending a local educational meeting about AD/HD, we took our chances and, along with 12 parents, started our CHADD chapter in Puerto Rico.

The founders of CHADD’s Teacher to Teacher program (T2T) continue to train educators. In 2009, they traveled to St. Thomas and St. Croix in the Virgin Islands to train more than 120 teachers at the invitation of First Lady Cecile de Jongh, who serves on the CHADD board.

Teacher to Teacher, an in-service for educators about classroom management of AD/HD, has attracted the attention of both parents and teachers. The demand for AD/HD-specific teaching methods to help improve student academic outcomes remains very high. The AD/HD community has expressed a great deal of gratitude to CHADD for designing this much-needed, and long anticipated, program.

“We would love to bring this presentation to the staff and parents of our district. It was brilliant.”

“Wonderful information. Thank you so much.”

“The material was very relevant and immediately applicable.”

CHADD joined an amicus brief in the case of FOREST GROVE SCHOOL DISTRICT v. T.A.

This case was *the* hot topic in disability and advocacy circles across the United States in 2009, and CHADD’s constituents were pleased with our high level of interest and responsiveness in this matter.

The case involved whether parents, who decided on their own to transfer their child with special needs to a private school, were entitled to tuition reimbursement from the local public school district. The central issue was whether the fact that the child had never previously received special education assistance would preclude the parents from the tuition reimbursement. The school district felt that T.A. didn’t qualify for special education services, even though they never conducted a thorough diagnostic evaluation. He was later diagnosed with AD/HD by an outside specialist. Ultimately the US Supreme Court ruled in favor of the parents.

CHADD is dedicated to monitoring and responding when appropriate to legislation and legal matters involving individuals with AD/HD.

“My 14-year-old son is currently diagnosed with bipolar disorder and life is not the easiest at times. I would like to see CHADD continue legislative awareness and lobbying activities but broaden the attention to mental health needs in general. Continue providing methods and tools to parents on what they can do to make our voices and concerns heard in Washington, DC.”

Over the summer of 2009, CHADD assembled a set of resources for members to use in advocating for meaningful healthcare reform while Congress was in recess. As the starting point for evaluating any healthcare proposal, CHADD supported the [13 Principles for Healthcare Reform](#), which are enumerated in the public policy section of the [CHADD website](#).

These 13 Principles were the topic of discussion among our members, website visitors, and legislative leaders. After one of our CHADD members forwarded the document to her congressman, she received the response shown below. We are delighted that Rep. Eric Massa (NY) found CHADD's messages so compelling, clearly stated, and meaningful that he wanted to use them as discussion points at his town meetings.

Dear Laura,

Eric Massa here on the key board and please know that taking time to write me DOES make a difference. So much so in fact that I have copied the principles that you outlined and I am going to forward them to all members of my staff and discuss them at my next town hall event.

Your thoughtful note and clear statement of objectives is refreshing and productive and I deeply appreciate your taking the time to share them with me.

Sincerely, Eric Massa

**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 and the National Education Initiative](#)

Our director of the National Resource Center on AH/HD presented at the 2nd annual Health Communication, Marketing and Media Conference, hosted by the CDC, in Atlanta, Georgia. His presentation focused on evaluation of health education activities. As always, we are very pleased when a CHADD staff member has the opportunity to present at an event of this caliber.

The [National Resource Center on AD/HD](#) contains "What We Know" fact sheets on many aspects of the disorder. These fact sheets represent up-to-date scientific information as determined by CHADD's professional advisory board. The entire website and all of its documents are available in Spanish by clicking on a clearly marked link.

In addition to the easy-to-read informational documents and FAQ's, the Resource Center has information specialists on staff, so people can ask their individual questions by email or by phone. This same service is also available for those who speak Spanish.

The value of this can't be overstated. Those affected by AD/HD often have unique circumstances and having access to information and guidance on their specific issues can make a world of difference for them.

"I wasn't even really expecting an answer to my question, so wasn't I shocked and pleased to get a personalized answer and links to resources that were exactly what I needed. Thank YOU!"

"The response I got was very professional and detailed. The person put time and research into it. I was very impressed."

“I look forward to the opportunity to consult your site again, as I continue to learn about my child's needs and to develop my own advocacy skills.”

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.

The CHADD communications department worked with the Discovery Channel on a show that addressed AD/HD. The communications department lined up parents, children and some adults for the program. It aired before a national audience in December and doctors were able to receive continuing medical education units for watching the show.

CHADD participated in the 7th annual AACAP Child Mental Health Family Summit. AACAP hosts ASA, CABF, CHADD, Federation of Families, MHA, and NAMI.

“Thank you for taking the time to email about my project that I am doing. The information was very useful and the presentation went very well. I learned a great deal about AD/HD.”

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

CHADD devoted much time developing public responses to the *Washington Post* article on the NIMH MTA and JAACAP article, “Debate Over Drugs for AD/HD.” The PAB will continue to analyze and possibly refine our public statements. We modified our AD/HD medications and substance abuse “What We Know” paper at the request of Brooke Molina. PAB chair Ann Abramowitz, and the communications director prepared and sent a letter to the editor of the *Washington Post*.

“We are so excited to be a part of CHADD! My husband and I both are in the mental health field so it was no surprise, based on our knowledge, that our wonderful child's "Tigger like" bx would eventually be dx with AD/HD. We are more than determined to learn all we can and be an advocate and voice for her and all the wonderful people who have AD/HD. My husband and I are attending the regional conference in Baltimore. Thanks again for e-mailing us! Sometimes, it can feel very lonely when neighbors, teachers, strangers, friends, and sometimes family do not understand or want to understand no matter how many times we have explained AD/HD. Our family is locking horns with AD/HD, and we are very determined that our daughter will use it to her advantage (ie, multi-tasker). Sorry to ramble but we are thrilled to be a part of the CHADD family.”

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

From a mother attempting to help her son, a public utility employee, who was threatened with termination because it was discovered he takes a stimulant medication while on the job:

“Thank you so much for taking the time to help my husband and me with Billy's [a pseudonym] dilemma. We just spoke to Billy to give him all the information you gave us and he told me that he had just spoken to his union representative, and they are trying to help him. He also said that there are employees with AD/HD who are on Adderall, working for [Billy's employer, a public utility company]. What he needs right now is his medical records stating that he was diagnosed with AD/HD. His girlfriend has already researched the HIPPA laws and has printed off the HIPPA/Medical Records law along with the necessary complaint forms if the physician still refuses to release the records. Hopefully they will release the records and all will be fine. I cannot imagine how devastated Billy would be if they terminated him because of AD/HD. This has been his dream job for many years, and he has worked hard to get to this point. Again, I thank you for all you've done. You gave my husband and me the tools we needed to pursue this and we truly appreciate it. I'll keep you posted on the outcome.”

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

CHADD launched its Facebook page and new blog initiative, featuring widely known authors Gina Pera, Nancy Ratey, and Nadine Taylor. This is all a part of CHADD's new *Attention 2.0* initiative. The Facebook page, which features information on CHADD, AD/HD and related events, has close to 2000 “fans” who receive information about CHADD and AD/HD. We've received many positive responses from people telling us that they enjoy using these new social media.

In June, CHADD began tweeting on Twitter.

Increase name recognition and visibility of the organization

CHADD engaged in media outreach that focused on author and college student Blake Taylor, and Miss Wyoming Courtney Gifford. The campaign's focus was on the new face of AD/HD, and the importance of an early diagnosis and treatment.

Influence national, state and local public policies

Implement the adult and child public policy agendas

CHADD CEO Clarke Ross was one of seven Campaign for Mental Health Reform (CMHR) representatives who met with Representative Patrick Kennedy (D-RI) to discuss the representative's Congressional mental health agenda. Clarke serves on the CMHR board of directors, the REACH Institute board of directors, and co-chairs (with the March of Dimes) of the CDC National Center on Birth Defects and Developmental Disabilities (NCBDDD) External Partners Group advocacy committee and executive committee.

Cindy Smith participated in two meetings with the incoming administration transition team – both with disability director Kareem Dale and one with transition co-chair John Podesta. Clarke and Cindy participated in other transition meetings.

Mental Health Weekly published Clarke Ross' interview on CHADD's work with the new administration transition team.

At CDC's request, Clarke Ross submitted an explanation and justification of a "Medical Awareness Objective" and "Children with Co-Occurring Special Health Care Needs Objective" for possible inclusion in *Healthy People 2020*.

For the second consecutive year, CHADD participated in the successful joint Congressional visit day with the American Academy of Child and Adolescent Psychiatry (AACAP).

CHADD joined other members of the Campaign for Mental Health Reform, Mental Health Liaison Group, and Consortium for Citizens with Disabilities in numerous meetings with five congressional committees to discuss the integration of mental healthcare into overall healthcare reform.

Efforts at the state level have been very impressive (e.g., presentations at Women in Government conference in Del Mar, California; contacts with a Kentucky state legislator featured in *Attention* magazine; attendance at the Women in Government conference in Lake George, New York).

Financial strategy

In May 2009, CHADD held a successful regional conference in Baltimore. There were 656 attendees. In addition to providing much-needed educational programming about AD/HD, the conference was designed to raise funds for our organization. The financial success of this event was due to the generosity of a nearby university, our Greater Baltimore local chapter, as well as the high demand for registration.

CHADD held its annual charity golf classic, which was very successful in raising funds to support CHADD's mission and programs. The participants enjoyed both the golf game and the camaraderie surrounding this event. The auction prizes were of great interest to the enthusiastic bidders.

The chapter services and the membership departments developed an online membership toolkit to assist chapter leaders with highlighting the benefits of CHADD membership. As of June 5, 2009, our membership pilot, used to promote membership at CHADD meetings, was being tested by 21 affiliates has brought in **88 new CHADD members**.

"Thank you! Thank you! Thank you! You have arrived at a time of great need,

and I cannot thank you enough for the membership and information! May God bless your work and effort!"

Clarke finalized CHADD data input to the Better Business Bureau/Wise Giving Alliance standards (www.give.org). CHADD was determined to meet the standards.

CHADD values the generosity of all who provide financial support to our organization. Whether through an online donation or through one of our planned giving programs, your funds support the work we are doing in an immediate and tangible way. We express special gratitude to our President's Council and Professional Circle donors.

For those interested in a long-term financial commitment to the difference CHADD makes for the AD/HD community, here is information on our President's Council and Professional Circle.

President's Council: Founded in 2001, the CHADD President's Council accepts annual membership donations of \$5,000 and higher to support general operations and specific CHADD educational projects that might not otherwise be possible. The Council currently supports CHADD's Parent to Parent program and the *Educator's Manual on AD/HD*. The Council holds an annual dinner meeting at CHADD's annual conference. Click [here](#) for President's Council application. The Professional Circle is for donors of \$1,000 to \$4,999 and is designed for healthcare providers and others who wish to support the programs of the President's Council. Click [here](#) for Professional Circle application.

Looking Forward:

In spite of financial concerns similar to other organizations in the United States, CHADD continues to serve those affected by AD/HD in a meaningful way. We anticipate that we will continue to hold down expenses and search for new initiatives and partnerships to generate the revenue we need to maintain and expand our programs.

One of the most anticipated initiatives is the expansion of CHADD's Teacher to Teacher in-service for educators. While it won't be self-sustaining for several years, plans are in place to increase opportunities for teachers to receive this much-needed information on classroom management information techniques for students with AD/HD.

We strive to continue to help our members and constituents gain the education, support, and advocacy they need to successfully manage all that AD/HD brings to their lives.