



CAMPAIGN
For
TOBACCO-FREE
Kids®

2005 Report



Kids.

The sad fact is that 90 percent of all smokers take their first puff as teens or younger. If we keep kids from ever getting hooked, we will significantly reduce the number of adults who eventually become sick and die because of tobacco—and the tremendous health care costs that result.

That's why the Campaign for Tobacco-Free Kids fights so hard for tobacco *prevention*. But that's not all we do. We fight for effective solutions at every step of tobacco's deadly cycle. *Prevention* to keep kids from ever starting. *Cessation* to help smokers quit. And *protection* for non-smokers from secondhand smoke.

It takes a comprehensive approach to reduce tobacco's terrible toll. That's what the Campaign for Tobacco-Free Kids is all about.



Our Unique Role

As the leader in fighting to increase public awareness and change tobacco-related public policies, the Campaign for Tobacco-Free Kids works closely with the American Cancer Society, American Heart Association, American Lung Association, American Legacy Association and our other partners.

These public health champions recognize that the Campaign for Tobacco-Free Kids fills a crucial gap by focusing solely on tobacco and confronting tobacco use head-on through hard-hitting public policy campaigns.

The Campaign for Tobacco-Free Kids accepts no government or tobacco industry funding, but relies on contributions from individuals, philanthropic foundations, corporations and other non-profit organizations.

Letter from the Leadership

Dear Friends,

The last year was full of landmarks for the Campaign for Tobacco-Free Kids. Together with our partners, we succeeded in many global, national, state and community initiatives to prevent kids from smoking, help smokers quit, and protect all of us from the dangers of secondhand smoke.

The Framework Convention on Tobacco Control, the historic global tobacco treaty, became international law. The U.S. Justice Department's lawsuit against the tobacco industry finally went to trial five years after it was first filed. Nine more states adopted tobacco tax increases. Four more states and 57 localities implemented strong smoke-free workplace laws. Thirteen states put well-funded tobacco prevention and cessation programs into action. Most importantly, these actions helped to continue to drive down smoking rates among both kids and adults.

As a leader in these efforts, the Campaign for Tobacco-Free Kids has worked in virtually every state, in our nation's capital and even around the world as a catalyst for sensible, proven tobacco control policies.

We owe a great deal to our ever-growing army of supporters—grassroots activists, volunteers and donors—who make so many of these victories possible. As we look ahead to the next decade, we feel confident that you have helped us build the strong foundation we will need to continue our success.

There are still goals we have yet to reach. We came closer than ever to winning effective Food and Drug Administration regulation of tobacco, but ultimately did not. And our work on the Justice Department lawsuit is far from over. We must see to it that Big Tobacco is held accountable in both these critical efforts.

With our momentum constantly growing, we are confident that we will do just that in the coming years.

We thank all those who are part of our team and invite you to learn more about the progress your support makes possible.

Sincerely,

Handwritten signature of Matthew L. Myers in black ink.

Matthew L. Myers
President

Handwritten signature of William V. Corr in black ink.

William V. Corr
Executive Director

EDUCATE

THE PUBLIC AND POLICY MAKERS ABOUT TOBACCO'S PROBLEMS AND SOLUTIONS

Our knowledge about tobacco use grows daily. Who smokes, when they start, how to help smokers quit, the impact on our health and economy—we know so much about America's single greatest preventable cause of death. Including how to stop it.

But all that know-how is wasted if it isn't shared, explained and turned into action. The Campaign for Tobacco-Free Kids works to make sure everyone—the public, policy makers, and our many partners—understand the enormity of tobacco's impact, as well as the proven solutions for building a tobacco-free future.

We break down sophisticated, often complex research into real life applications that are relevant and understandable. Our research team translates the latest studies and surveys into what really matters—how many lives will be saved,

how many smokers will quit, how many kids will never begin smoking. With our eye constantly on those critical bottom lines, we keep the public focused on why fighting tobacco is truly important.

That latest, cutting-edge research is the foundation for every ad we create and every news story we generate. We maximize every available tool to raise public awareness of tobacco issues, including hard-hitting ads and video news releases. By generating memorable media coverage, we keep the public focused on the tobacco problem and its solutions.

As important as it is for the public to stay informed of the latest news on tobacco, it is equally critical that our fellow activists and advocates keep abreast of the latest science, best practices and effective advocacy strategies.

Our training and technical assistance initiatives arm our colleagues with the tools they need to reduce tobacco use in their own communities and beyond.

We are committed to helping all our partners—national, state and local organizations, international allies, youth advocates and many more—develop the expertise they need to be effective advocates.



1200 WRISTBAND

"Four months ago, my aunt sent me a 1200 wristband. I'd been thinking about quitting smoking for a while. Wearing the wristband was a great way to keep myself motivated through all the ups and downs of trying to quit. Plus the 1200 is a constant reminder of how high the stakes are if I keep smoking. . . . to be confronted with that number . . . 1200 people die every day. Wow. It really makes you stop and think."

Joshua Moreau, Austin, TX



The Campaign for Tobacco-Free Kids launched our 1200 wristband campaign last year to raise awareness about tobacco use in a way that is simple, but compelling to kids and adults alike. Emblazoned with the number of people who die from tobacco use every single day in the U.S., there are many reasons to wear them . . . remembering a loved one, supporting someone who's trying to quit, or raising awareness that tobacco use is still our country's number one killer.

INTERNATIONAL TRAINING

"The legislative training coordinated by the Campaign for Tobacco-Free Kids was extremely helpful to me and other advocates from Southeast Asia. The sessions helped us develop and enhance our advocacy skills and tackle the complex issues of drafting and enacting comprehensive, science-informed tobacco control legislation in our countries."

Bungon Ritthiphakdee
Thai Tobacco Control Leader

10-CITY AIR QUALITY STUDY

Smoke-free workplace laws have been sweeping the nation. The facts about the dangers of secondhand smoke should be at the center of every debate about what it means to breathe clean air. To enhance public understanding of this hot issue, the Campaign for Tobacco-Free Kids conducted a study in partnership with Roswell Park Cancer Institute, of the air quality in seven cities—three smoke-free and four not. The bottom line results—that bars and restaurants in smoke-free cities have 82% less air pollution than those in cities that allow smoking—received wide media attention and helped educate millions of people on the impact of secondhand smoke.

EXPOSE

AND COUNTER TOBACCO INDUSTRY EFFORTS TO MARKET TO CHILDREN AND MISLEAD CONSUMERS

The tobacco companies spend enormous sums trying to reinvent themselves as socially responsible corporate citizens that no longer target kids and lie to the public. But proof abounds that the tobacco industry hasn't changed a bit. Tobacco marketing budgets have more than doubled since the 1998 tobacco settlement—now topping \$15 billion per year. Just as much as ever, the tobacco industry is using deceptive tactics to sell more of their deadly products.

The Campaign for Tobacco-Free Kids' Accountability Project is our watchdog over Big Tobacco. We are constantly on the lookout for tobacco industry wrongdoing and ways to expose it. Our Accountability Project includes many partner organizations so our campaigns to expose and counter the tobacco industry are coordinated and targeted.

There isn't a better example of the tobacco companies' true colors than the candy-flavored cigarettes that exploded onto the market in 2004. Infused with fruit and candy flavors like berry and toffee, sold in brightly colored, cartoon-like packaging, and boasting playful names like Twista Lime and Caribbean Chill, these *real* cigarettes were a blatant ploy to hook kids.

The Campaign for Tobacco-Free Kids is a leader in the fight against candy-flavored cigarettes. We rallied our state and local partners, providing them with packages of the cigarettes to send to the press. We distributed the cigarettes widely to members of Congress considering tobacco regulation. We issued a video news release denouncing tobacco companies' blatant targeting of kids. We placed ads in major newspapers and generated a storm of media coverage.

Drawing attention to outrageous offenses like candy-flavored cigarettes is one of many ways the Campaign for Tobacco-Free Kids is keeping the tobacco industry in check.



DOJ TRIAL

The tobacco companies' history of targeting kids and using deceptive marketing—like candy-flavored cigarettes—is at the center of the Justice Department's historic lawsuit against the industry.

The Campaign for Tobacco-Free Kids has been a critical watchdog over this case since it was filed in 1999, building public pressure to thwart past attempts to derail the case.



In September 2004, the case finally went to trial and we are closer than ever to holding Big Tobacco accountable.

It's the moment of truth and we're hard at work—monitoring testimony, issuing press statements on the trial's latest developments, and providing expert witnesses. We're pulling out all the

stops to make sure the Justice Department knows it's time to fundamentally reform the tobacco industry once and for all.

KOOL MIXX

In a shameless attempt to lure young African Americans to its products, Brown & Williamson launched its Kool Mixx promotion last year. Featuring widespread advertising, special collector boxes, a music CD-ROM and even a national DJ competition, all with a hip-hop music theme, this marketing campaign clearly targeted African American youth.

The Campaign for Tobacco-Free Kids joined efforts led by the National African American Tobacco Prevention Network to denounce this promotion. We helped organize protests of Kool Mixx events and create a media firestorm. Ultimately, several states sued Brown & Williamson for violating the 1998 tobacco settlement, and the company ended up paying handsomely for its misdeeds.

MOBILIZE

ORGANIZATIONS & INDIVIDUALS TO JOIN OUR FIGHT

People create change. If we want to build on our success in reducing tobacco use, the Campaign for Tobacco-Free Kids must engage and mobilize the broadest possible movement of passionate people and committed organizations.

With our broad community of individual activists, youth advocates, and nonprofit partners, the Campaign for Tobacco-Free Kids mobilizes the allies we need for each fight.

Over the past several years, we've built and mobilized an impressive army of grassroots activists. Our online activists—or E-Champions—email, fax, and phone decision-makers with a loud and clear message that their constituents care deeply about tobacco.

Since preventing kids from smoking is one of our major goals, our energetic youth advocates have a persuasive voice in many of our policy campaigns.

Beginning with our Youth Symposium and Kick Butts Day, we work with our youth advocates throughout the year to strengthen their leadership and advocacy skills. Whenever we call on them, they are poised and ready to lend a hand with any fight.

The Campaign for Tobacco-Free Kids' partner organizations range from national leaders, like the American Cancer Society and American Heart Association, to hundreds of state and local groups. All of our partners share the vision that changing attitudes and public policy are critical avenues to a tobacco-free future. They also agree that because of our single-issue focus and broad reach, no organization is better positioned than the Campaign for Tobacco-Free Kids to lead hard-hitting public policy efforts.



event last February, 100 faith leaders signed and hand-delivered a letter to Indiana's Governor protesting potential cuts to the program. Throughout the legislative session, more than 400 congregations around the state called and met with their state representatives to send the same message. With its help and advocacy, Indiana's tobacco program survived another year of threatened budget cuts.

"This stuff kills people. That's why I do everything I can."

**Jamey Aegersold,
New Albany, Indiana,
E-Champion since 2002**



INDIVIDUAL E-CHAMP: JAMEY AEBERSOLD

As a jazz musician, Jamey Aegersold lost too many heroes and friends to smoking. That's why he's been one of the Campaign for Tobacco-Free Kids' strongest E-Champions since 2002.

Jamey is particularly passionate about preventing kids from smoking. He's urging his county school system to pass smoke-free policies that will prevent teachers and administrators from smoking at school and setting such a bad example for students. He also takes *Jammin' with Jamey and Friends* into southern Indiana schools to talk about the dangers of tobacco.

From protecting the tobacco prevention program in his home state of Indiana, to fighting for smoke-free laws in neighboring Louisville, Kentucky, to pushing the U.S. to ratify the Framework Convention on Tobacco Control, Jamey springs into action on just about every tobacco issue that comes his way. He truly puts the champ in E-Champion!

EMPOWER

A TOBACCO-FREE GENERATION BY FOSTERING YOUTH LEADERSHIP AND ACTIVISM

As hard as we work to reach a tobacco-free world in our lifetime, it's also critical to foster tomorrow's leaders to keep up the fight. Our youth initiatives give kids of all ages tools for educating themselves, their peers and their communities about the dangers of tobacco. We also equip them to advocate for proven policy solutions . . . today and for years to come.

Stand Up. Speak Up. Seize Control. Kick Butts Day's motto encourages kids to hold events in their local communities and turn up the volume and the attention on tobacco. The Campaign for Tobacco-Free Kids provides them with everything they need. The Kick Butts Day Guide is chock full of ideas and was distributed to more than 11,000 schools last year.

Many of our Kick Butts Day participants go on to become passionate tobacco control advocates. Each year, we honor the very best of our youth advocates with the

TRACY MENG

"When I first began working with Chinese students, many still felt helpless in influencing their government or communities. But when I share the impact youth have made here in the U.S., they are motivated to do the same in their country."

Tracy Meng, Columbus, Ohio
Youth Advocate and leader of Asian American Youth Against Tobacco



Tracy's passion for tobacco control took center stage during her recent visit to Anshan, China. She worked with the high school in her family's hometown and helped her grandfather quit smoking. The students worked to encourage China to support the Framework Convention on Tobacco Control and were later thrilled when China ratified the treaty.

Youth Advocates of the Year Awards, which provide grants and scholarships for youth leaders to continue their great work.

To cultivate the next generation of leadership in tobacco control, the Campaign invites youth advocates from throughout the country to participate in our annual Youth Symposium. The Symposium features intensive training and activities to hone all the skills these young leaders need to be successful advocates and activists. Sessions include topics like working with the media, developing advocacy strategies, and presentation skills. The youth advocates also meet with their Congressional delegations to get hands-on experience discussing tobacco control issues.

In many ways, the Campaign for Tobacco-Free Kids' work with kids is the best insurance we have for a tobacco-free future.



YAYA GALA

We celebrated our phenomenal youth advocates again last year at the Youth Advocates of the Year Awards Gala. The inspiring, energetic evening featured special remarks by baseball great Reggie Jackson and Christine Gregoire, past Attorney General and current Governor of Washington state. GlaxoSmith-Kline was the major sponsor of our event, which was held in Washington, DC, and drew more than 400 business, public health and government leaders.

ADVOCATE

FOR PROVEN POLICIES TO REDUCE TOBACCO USE AND EXPOSURE TO SECONDHAND SMOKE

EDUCATE. EXPOSE.
M O B I L I Z E .
EMPOWER. They all come together as critical pieces of how we ADVOCATE for a tobacco-free future.

At the Campaign for Tobacco-Free Kids, we know we have the power to reduce tobacco use for entire communities—even entire states and countries—at a time. The proven policy solutions we fight for help prevent kids from smoking, encourage smokers to quit and protect everyone from secondhand smoke.

We advocate on every possible front—local, state, federal and international—to drive down smoking rates and bring us closer to a tobacco-free future.



STATE AND LOCAL ACTION

The Campaign for Tobacco-Free Kids' local and state work focuses on three main goals for reducing smoking: strong smoke-free workplace laws that include bars and restaurants; tobacco tax increases; and strong state funding of tobacco prevention and cessation programs.

Each of these proven policy solutions boasts great gains for community health. Smoke-free workplace laws protect everyone—employees and customers—from the 4,000 chemicals (including 69 known carcinogens) in cigarette smoke. Tobacco tax increases, and the higher cigarette prices that result, discourage kids from smoking and help smokers quit. Well-funded prevention and cessation programs are proven to reduce youth and adult smoking rates. And in places where all these measures come together, smoking declines are exponential!

The best way to explain our comprehensive advocacy on each of these issues is to look at an example of one of our great victories from last year—Colorado's ballot initiative to increase the tobacco tax and fund tobacco prevention and cessation.

Colorado's tobacco prevention program—like many others—was slashed several years ago. Revenue from increasing the tobacco tax could fully fund the program. On top of that, we know tobacco taxes help reduce smoking, particularly among pregnant women and low-income smokers. But in Colorado, the only way to raise the tax was by taking it to the voting booth and letting the public decide.

From early polling to assess public support to hands-on assistance with radio and television ads, the Campaign for Tobacco-Free Kids was a critical partner in this successful effort.

We helped the Colorado Tobacco Education and Prevention Alliance develop a strategy for collecting signatures to get the tax increase on the ballot, as well as craft accurate, persuasive ballot language.

We advised the initiative on a comprehensive media plan that included radio, television, direct marketing, as well as strategies for earned media.

We helped them figure out exactly how to talk to Colorado's citizens about why this tax and the benefits of the tobacco prevention program were so important to the health of their state.

On election day, Colorado's citizens voted in favor of the 64-cent tobacco tax increase. That means 24,000 adults will quit smoking and 37,000 kids will never start as a result of the higher cigarette prices.

Every day, in states and communities across the country, the Campaign for Tobacco-Free Kids is putting the same kind of expertise and know-how to work.

ADVOCATE

FEDERAL ACTION

The Campaign for Tobacco-Free Kids fights to make sure our federal lawmakers put America's health before Big Tobacco.

Many are shocked to learn how easily *and inexpensively* you can buy cigarettes online. The Campaign for Tobacco-Free Kids is leading the effort to require taxes and put controls on Internet cigarette sales so it isn't so easy and cheap for under-age kids to buy cigarettes this way.

Even more shocking is the complete lack of regulation on tobacco products. Because there is no federal agency with the power to regulate tobacco, the tobacco industry gets away with making its own rules. The result is unsubstantiated claims like "light" and "low tar" cigarettes that dupe smokers into believing some tobacco products are safer than others.

For years, the Campaign for Tobacco-Free Kids has fought for Food and Drug Administration (FDA) oversight of tobacco products. With FDA oversight, tobacco companies would have to disclose what's in their deadly products, take steps to make them less harmful and less addictive and stop marketing in ways that attract kids.

Last year, we got closer than ever to winning this battle, thanks to legislation introduced by Senators Mike DeWine (R-OH) and Ted Kennedy (D-MA), as well as Congressmen Tom Davis (R-VA) and Henry Waxman (D-CA).

Our FDA campaign combined the strength and power of our grassroots advocates, a coordinated strategy with our partner groups, and intensive media

advocacy to increase public awareness of the need for regulation. Our E-Champions and grassroots advocates responded to our action alerts with an outpouring of letters to the editor and calls to their members of Congress. Our media advocacy generated stories about FDA regulation, as well as supportive editorials in *The New York Times*, *The Washington Post*, the *Associated Press* and other media outlets.

Ultimately, a small but powerful group of opponents in the House of Representatives kept the FDA bill from passing . . . this time around.

The Campaign for Tobacco-Free Kids continues to build momentum for effective FDA legislation of tobacco products. We will not stop until we succeed!

FDA AND A CREATIVE YOUTH ADVOCATE

To persuade her Senator and make a strong case for FDA regulation, Kassie Hobbs, one of our youth advocates, coordinated a campaign of FDA-related events. In addition to asking FDA questions at public town meetings and personally contacting her Senator, Kassie organized a "Smoothie Event" that featured the popular blender drinks in the same flavors as candy-flavored cigarettes. Kassie's Smoothie Event got great local television and newspaper coverage and was yet another way for her to speak up for the FDA bill.

INTERNATIONAL ACTION

2004 was another historic year in the effort to reduce the skyrocketing death toll from tobacco around the world. Once again, the Campaign for Tobacco-Free Kids worked with our domestic and international partners to support ratification and implementation of the global tobacco treaty, the Framework Convention on Tobacco Control.

The need for global action against tobacco is clear. Tobacco already kills five million people worldwide. Unless urgent action is taken, that number will double by 2020, with 70 percent of these deaths in developing countries.

To address this global epidemic, the Campaign for Tobacco-Free Kids has been a leading advocate for the tobacco treaty every step of the way. In 2004, enough nations ratified the treaty to clear the way for it to become international law. Countries ranging from western economic forces such as France and Germany to emerging economies like Armenia and Ghana ratified the treaty and vowed to enact its recommendations for reducing tobacco use.

The bad news, however, is that the United States has yet to ratify the Framework Convention. The Campaign for Tobacco-Free Kids is keeping the pressure on our government to ratify and lead the fight against this global health crisis. We are working to keep grassroots activists and the media aware of the need for U.S. leadership and to educate our lawmakers on the treaty's importance and value.

The Campaign also works to build a strong, global coalition to fight tobacco use and to share the latest science and best practices in tobacco control with our partners around the world.

Through our training and technical assistance, we help advocates from around the globe develop advocacy strategies and understand the key elements of crafting strong tobacco control legislation. We also work to expose the tobacco industry's constant efforts to addict children, mislead consumers and undermine tobacco control initiatives around the world.





Tobacco-Free Kids Action Fund

The Tobacco-Free Kids Action Fund is an independent sister organization of the Campaign for Tobacco-Free Kids. As a 501(c)(4) organization, the Action Fund can use a broader array of tools to convince decision makers that our proven solutions work and deserve their support, including unrestricted lobbying and election-related efforts.



The Tobacco-Free Kids Action Fund's hard-hitting advocacy focuses on core initiatives, including tobacco tax increases, smoke-free workplaces, Food and Drug Administration authority over tobacco

products and other policies that will keep kids from smoking and help smokers quit. Where permitted by law, the Action Fund also educates voters about candidates' and elected officials' positions and actions on tobacco issues and endorses and supports specific candidates.

WORK

FDA FIGHT

To complement the work of the Campaign for Tobacco-Free Kids and other public health groups, the Action Fund was an important partner in the fight for legislation to authorize FDA regulation of tobacco products. The Action Fund launched direct and grassroots lobbying efforts that included thousands of phone calls from constituents of key Senators and advertising in the national media. The Action Fund also placed ads in key states like Iowa, Virginia, and North Carolina, and conducted extensive polling to demonstrate support of FDA regulation in tobacco-growing states.

TOBACCO AT THE BALLOT BOX

Last year, the Tobacco-Free Kids Action Fund provided critical financial and strategic support to successful statewide ballot initiatives on tobacco tax increases in Colorado and Oklahoma. These victories underscored the strong public support for measures to reduce tobacco's devastating toll. Thanks to these ballot measures, Colorado increased its tobacco tax to 84 cents and Oklahoma increased its tax to \$1.03.

In Colorado alone, the tobacco tax increase will prevent 37,000 kids from becoming smokers and will encourage 24,000 adult smokers to quit. Saving lives. Generating revenue. Strong public support . . . tobacco taxes are truly a win-win!

ELECTING TOBACCO CONTROL CHAMPIONS

Last year marked a significant increase in these activities when the Action Fund launched an independent campaign to highlight Christine Gregoire's long-time championing of tobacco control issues during her race for Governor of Washington. As Attorney General of Washington, Gregoire was a critical architect of the 1998 state tobacco settlement and has been a true leader on tobacco issues and children's health throughout her career.

To support Gregoire's election, the Action Fund mobilized its grassroots activists and encouraged them to support the Gregoire campaign. Going further, the Action Fund sent a series of creative direct mail pieces, followed up by phone calls, to hundreds of thousands of specially targeted Washington voters urging them to vote for Gregoire for Governor. This was the most extensive effort the Action Fund had ever done to support a tobacco control champion's election—and it worked! Christine Gregoire won by fewer than 150 votes.

Considering the close results of this election, the Action Fund is proud to have taken a stand to support Governor Gregoire. It is a great example of how much every vote and every issue can matter.

Campaign for Tobacco-Free Kids

Statements of Activities and Changes in Net Assets Year ended March 31, 2005

| | Unrestricted | Temporarily Restricted | Total |
|--|-------------------|------------------------|-------------------|
| REVENUE | | | |
| Grant Income | \$ 7,050,000 | 8,717,095 | 15,767,095 |
| Contributions | 640,219 | — | 640,219 |
| Event/admissions | 270,420 | — | 270,420 |
| Release of restrictions | — | — | — |
| TOTAL REVENUE | 7,960,639 | 8,717,095 | 16,677,734 |
| EXPENSES | | | |
| Outside professional services | 5,925,936 | — | 5,925,936 |
| Salaries and benefits | 4,916,237 | — | 4,916,237 |
| Travel and meetings | 720,490 | — | 720,490 |
| Office services | 1,518,887 | — | 1,518,887 |
| TOTAL EXPENSES | 13,081,550 | — | 13,081,550 |
| (DECREASE) INCREASE IN NET ASSETS BEFORE OTHER INCOME | | | |
| | (5,120,911) | 8,717,095 | 3,596,184 |
| OTHER INCOME | | | |
| Investment return | (46,482) | — | (46,482) |
| Other income | 410,218 | — | 410,218 |
| TOTAL OTHER INCOME | 363,736 | — | 363,736 |
| (DECREASE) INCREASE IN NET ASSETS | | | |
| | (4,757,175) | 8,717,095 | 3,959,920 |
| NET ASSETS, beginning of year | 10,688,602 | 587,739 | 11,276,341 |
| NET ASSETS, end of year | 5,931,427 | 9,304,834 | 15,236,261 |

Tobacco-Free Kids Action Fund

Statements of Activities and Changes in Net Assets Year ended March 31, 2005

| | Year ended March 31, 2005 | Year ended March 31, 2004 |
|--------------------------------------|------------------------------|------------------------------|
| REVENUE | | |
| Contributions | \$ 1,494,910 | 246,047 |
| Membership dues | 2,580 | — |
| Interest income | 4,289 | 2,071 |
| Other | 850 | — |
| TOTAL REVENUE | 1,502,629 | 248,118 |
| EXPENSES | | |
| Outside professional services | 1,183,579 | 199,529 |
| Office services | 54,046 | 8,306 |
| Salaries and benefits | 74,373 | 20,606 |
| TOTAL EXPENSES | 1,311,998 | 228,441 |
| INCREASE IN NET ASSETS | 190,631 | 19,677 |
| NET ASSETS, beginning of year | 556,121 | 536,444 |
| NET ASSETS, end of year | 746,752 | 556,121 |

Thanks to Our Donors

“When I was a kid, tobacco company advertising convinced the public that smoking was cool, fashionable and relaxing. It’s amazing that they’re still up to the same tricks after all these years. Smoking is a dangerous, deadly addiction and together we can put an end to it. It’s important for me to be involved in many ways—from working in my local community to supporting national organizations like the Campaign for Tobacco-Free Kids that are fighting every day to change tobacco-related public policies. Keep up the good work!”

Charlie O’Reilly, Donor, Nixa, MO

\$1,000,000+

Robert Wood Johnson Foundation

\$500,000-\$999,999

American Cancer Society

Anonymous

GlaxoSmithKline

\$50,000-\$100,000

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\$10,000-\$49,999

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SmokeFree Wisconsin, Inc.

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\$250-\$499

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American Legacy Foundation

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Ms. Christina Carinato

Central Park Dental Associates PLLC

Mr. Christopher Conley

Mr. Peter Fisher

Mr. Troy Flanagan

Thanks to Our Donors

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