

ccfc

Campaign for a Commercial-Free Childhood

Annual Report

July 1, 2016 - June 30, 2017



Dear Supporter,

Recently, my wife and I were out to dinner with our 7-year-old daughter when she asked us, “Mommy and Daddy, why are so many kids and parents on their phones and tablets? They should be talking to each other.”

It’s not that my wife and I have mastered the art of parenting in the digital age – our family, like everyone’s, is a work in progress. But my daughter’s question was a sobering reminder of just how quickly societal norms are shifting. Whether or not we are willing to admit it, this sudden shift has big consequences. Children are a prime target for corporate marketers, and being “tech savvy” hasn’t made them any less vulnerable. Instead, screens and other technologies make children even more susceptible to finely crafted marketing messages, and amplify the false narrative that stuff and appearances yield happiness and improve wellbeing.

CCFC is a beacon for families as they navigate these uncharted waters. Not only do they monitor corporate marketing developments and hold companies accountable, they also create tools and resources to help parents shield children from commercialism.

Our family is proud to financially support the incredibly important work of CCFC. And as of this year, I am honored to serve as CCFC’s Board Chair. My fellow Board members and I deeply appreciate your support of our work. CCFC may be small, but because of you, our impact is large and has lasting outcomes.

Thank you for your continued support, and for working alongside us to protect the health and wellbeing of children.

Sincerely,



Nathan Dungan

Board Chair, Campaign for a Commercial-Free Childhood



CCFC Board of Directors

BACK ROW, LEFT TO RIGHT:

Nathan Dungan, Josh Golin, Tim Kasser,
Kevin Hepner, John C. Mack, Dipesh
Navsaria, Angelica Velazquez

FRONT ROW, LEFT TO RIGHT:

Julia Chen, Angela Campbell,
Jan Emlen, Laurel Parker West

NOT PICTURED:

Ranae DeSantis, Doreen Downs Miller,
Ana Lucia Villela

Dear Friend,

Do you remember when you first learned about CCFC? Chances are, it was during one of our corporate campaigns. Maybe someone forwarded you our petition demanding McDonald's stop advertising on students' report cards. Or maybe you read about how we stopped Disney from falsely claiming their Baby Einstein DVDs were educational. If you're like a lot of supporters I've talked to, you were excited to learn CCFC existed, and admired our fearlessness in taking on corporations literally thousands of times our size.

As you'll see in these pages, we're more successful than ever at challenging corporations that interfere with children's healthy development. But we've also added new strategies and programs, because **we know it will take a lot more than stopping the worst of the worst to create a commercial-free childhood for all children.**

This year, we worked with a food industry leader on their pledge not to market to kids – and helped them take it one step further. We created a widely-hailed resource that empowers parents to protect their children's sensitive school data from being misused by marketers. And we laid the groundwork for the launch of the Children's Screen Time Action Network, a coalition of practitioners and educators working with families to help kids unplug from ad-supported screens.

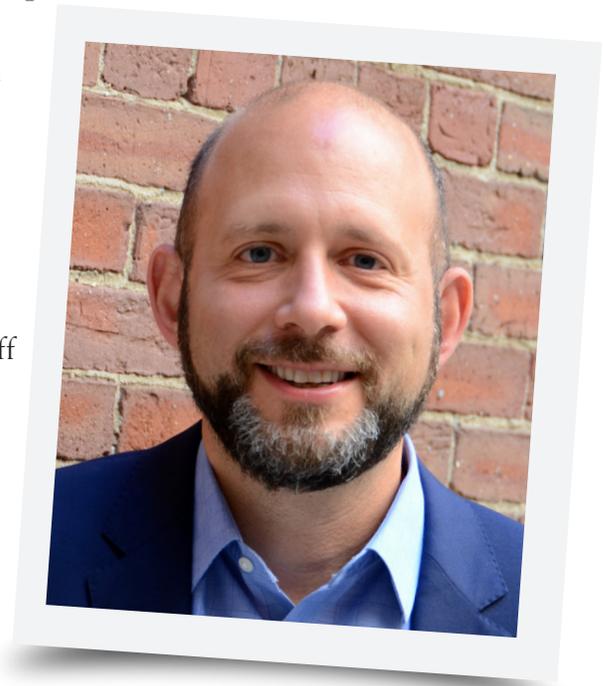
What spurred these important new directions for CCFC? Quite simply, it was your support. Your generosity has given us the resources to expand our staff and create new programs, without having to sacrifice the work that caught your eye in the first place.

Thank you for standing with us and for helping build a world where kids can be kids, not consumers.

With gratitude,



Josh Golin
Executive Director



Tracking Troubling Tech

CCFC is on the frontlines of protecting children from the latest digital marketing techniques. Our campaigns against internet-connected toys and devices that spy on kids help parents make informed purchasing decisions – and have led to real, lasting changes that protect children from exploitation.

My Frenemy Cayla

In December, CCFC joined an unprecedented international coalition of privacy and consumer groups to protect children from My Friend Cayla, a WiFi-connected, interactive “smart” doll made by Genesis Toys. Our Federal Trade Commission (FTC) complaint against Genesis, and similar complaints filed in the EU and several European countries, detailed how My Friend Cayla puts kids’ privacy and wellbeing at risk.

Cayla is a marketer in disguise: she’s programmed to share her favorite movie (Disney’s *The Little Mermaid*) and song (“Let It Go” from *Frozen*), and tells kids that she loves going to Disneyland. To top it off, Cayla’s security is nearly nonexistent. Anybody with a Bluetooth device can connect to the toy and eavesdrop on children’s conversations. And all of the voice recordings collected by the doll are shared with Nuance Communications, a defense contractor that builds databases of “voiceprints” for military and law enforcement.

Genesis’s woefully unclear and difficult-to-find privacy policy means that parents buying the toy have no way to know about Cayla’s vulnerabilities, or how their children’s data will be used and shared.

While the FTC’s investigation into our complaint is ongoing, we’ve already had several victories: Because of the threat posed by Cayla to kids’ wellbeing, we asked Toys”R”Us, Walmart, and Target to stop selling the doll – and they agreed. And in Germany, lawmakers banned the doll altogether, calling it an “espionage device” and urging parents to destroy it.



NO SECURITY

CAN'T KEEP A SECRET

ILLEGAL TERMS

#toyfail



Corporate Cameras Out of Cribs

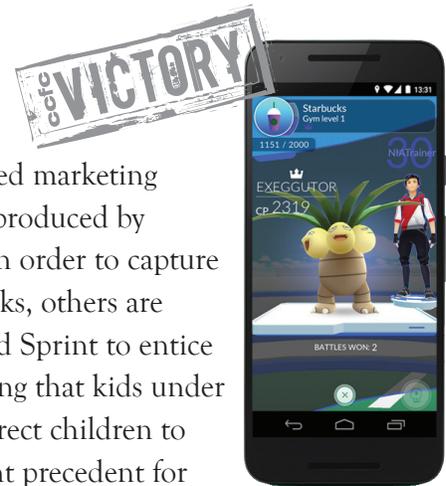
More than 15,000 people joined us in asking Mattel not to release Aristotle, a digital assistant for babies and children. Mattel describes the device, which is equipped with a camera and microphone, as a “smart baby monitor” that grows into a “friend” that children “can become comfortable with and feel close to.” But there’s nothing comfortable about a gadget that spies on kids from birth, shares the data it collects with corporate partners, and uses it to build consumer profiles of children. And there’s *really* nothing friendly about outsourcing essential caregiving functions – like responding to a crying, waking baby – with a data-collecting robot. We’re proud to amplify the voices of parents as they tell Mattel: We don’t need intrusive corporate technology to raise healthy, thriving children.

“Honestly speaking, we just don’t know. If we’re successful, kids will form some emotional ties [to Aristotle]. Hopefully, it will be the right types of emotional ties.”

- Robb Fujioko, Mattel’s Chief Product Officer, on how AI devices will impact children

Pokémon Stopped

CCFC members helped shield children from sneaky, location-based marketing when they play Pokémon GO, an Augmented Reality (AR) game produced by Niantic, Inc. The game requires players to visit real-life locations in order to capture virtual creatures. While some of these sites are parks and landmarks, others are sponsored, paid for by companies like Starbucks, McDonald’s, and Sprint to entice players to their stores. After 7,000 people signed our petition asking that kids under 13 be excluded from this marketing ploy, Niantic agreed not to direct children to sponsored locations as part of gameplay. This win set an important precedent for tech companies: If you want to use AR as a marketing tool, leave kids out of it!



“As an engineer with experience in artificial intelligence, I am especially grateful that you are tackling issues such as privacy and corporate surveillance. Smart toys and the internet of things have implications for our children’s futures that we can hardly imagine right now. Consumers are not equipped to understand the complex issues, and we need watchdogs and fighters like you.”

- Emily, Boston, MA

Doing the Right Thing

“We shouldn’t be marketing to kids.” – Panera CEO Ron Shaich

For years, CCFC has been building powerful coalitions of parents, professionals, and advocates who believe corporations shouldn’t market to children. Now we have an industry leader on our side, too.

Last summer, Panera Bread announced a unique commitment to the wellbeing of children: they would not use toys, characters, or other enticements to sell their kids’ meals. Their pledge is part of a broader Kids Meal Promise, which aims to reshape the way people think about kids’ food. For us, it’s an important and exciting step toward ending child-targeted marketing.

Panera’s promise rightly recognizes that healthy eating habits are about more than what kids eat, but also how and why. When food companies target kids directly, they interfere with parents’ ability to help their children develop healthy eating habits. This is true whether the foods being marketed are cookies or carrot sticks: when kids make food choices based on manipulative advertising, they learn that food is just another form of entertainment, not a core component of physical and emotional health.

When Panera approached us prior to announcing their Kids Meal Promise, we were excited to start a dialogue about marketing to children. And our ongoing conversations led Panera to make further commitments to kids’ wellbeing, including pledging not to advertise on media where children make up more than twenty percent of the audience. That’s the strongest such commitment of any major restaurant chain or food company. We’re proud to have moved Panera further in the right direction, and encourage other companies to follow their lead.

Celebrating companies who do right by families is an important component of CCFC’s work towards a commercial-free childhood. CCFC does not accept funding from Panera or any other corporation.



Inside Panera's Promise

We talked with Sara Burnett, Panera's Director of Wellness, about targeting kids, marketing to parents, and why it's important to put children's health first.

What compelled you to take such a strong stand against child-targeted marketing?

As a parent to two young children, I work daily to teach my girls about food choices and what it means to eat well. I've experienced first-hand the influence of marketing from how they choose shoes to what juice box they point to on the shelf. My own experience made it easy to see that Panera shouldn't contribute to this challenge that many parents face.



How did your conversations with CCFC help Panera's understanding of the impact of marketing on children?

It's important to work with partners like CCFC – they inform our work by providing a clearer portrait of how marketing can take advantage of children and misinform decisions. They also assist in developing strategies to address unintended, indirect marketing that can take place within digital media and TV.

What would you say to competitors who claim marketing directly to children is critical to drawing families to eat at their restaurants?

We've been highly successful by serving meals made from real ingredients that both parents and children crave and feel good about eating. We find good food is as powerful a draw, if not more so, than a cartoon character.

What kind of feedback has Panera had from its customers about the "Kids Meal Promise"?

Our guests feel great about the clean options we serve and have no objection to our lack of toys, games, or characters within our experience. I've never heard a guest ask, "can you add some red 40 to that cookie?" or "can you add toys to distract my kids from their food?"

"We applaud Panera's Kids Meal Promise, especially the pledge to avoid marketing techniques that exploit children's developmental vulnerabilities. Without giveaways or gimmicks, children can learn to make food choices for the right reasons. And we know parents appreciate a dining experience where the focus is family and food, not cartoon characters and toys."

- Josh Golin, CCFC

Meet Jean Rogers



**STAFF
SPOT-
LIGHT**

Jean joined CCFC as our Screen Time Program Manager in May of 2016. But, she says, “It feels like I’ve been here for a long time.”

Parenting, media, and marketing have always been part of Jean’s journey. In 2010, when she was a marketing copywriter herself, she wrote *Kids Under Fire*, a book that helps parents understand the powerful ways screens and advertising shape children’s behavior and development. The book led her to new audiences, and she began delivering Kids Media Diet workshops for PTAs and

school communities. The response was passionate: parents and teachers were defensive, frightened, enraged, and hopeful all at once. They wanted to embrace all that technology could offer children, but they knew screens made their jobs harder, and were concerned about the effects of new media.

Jean’s desire to help parents and teachers navigate these issues led her to Wheelock College to study child development and parent education. In 2012, she met CCFC co-founder Dr. Susan Linn and immediately recognized a kindred spirit. “Susan’s book *Consuming Kids* opened my eyes even wider to the corporate takeover of childhood,” Jean says. “Parents, grandparents, and caregivers are battling marketers for their kids’ attention and time. And children aren’t able to develop naturally when all of their emotional processes are saturated with media.”

CCFC was thrilled to formally welcome Jean to our staff. For the past year, she has worked tirelessly to launch CCFC’s new Children’s Screen Time Action Network (page 7), bringing together a community of professionals who want to actively reduce the amount of time kids spend with digital devices.

“Things are changing so quickly, and it’s tough for parents to keep up,” Jean says. “If we can help the teachers, pediatricians, therapists, librarians, and child-care professionals – the people who work directly with families and children – they will be the village that protects childhood.”



Over the years, we've heard from countless teachers, pediatricians, therapists, and other professionals who want to help kids reduce screen time but aren't sure where to start. They see first-hand how excessive screen use negatively impacts creative play, health, and family and social connections. But they often feel isolated in their work, overwhelmed with information, and unsure of how to approach parents.

That's why we're launching the Children's Screen Time Action Network, a gathering space and resource hub for child and family professionals. The Action Network will connect practitioners across a variety of disciplines, helping them share and develop resources, best practices, and strategies for reducing the amount of time kids spend with screens.

In building the Action Network, we consulted with everyone from librarians to child-care providers to pediatricians to concerned parents. And while each approaches children's screen time through their own lens, they all agree: from breakfast to bedtime, digital technologies are displacing crucial child development milestones and putting kids' physical and mental wellbeing at risk.

We are thrilled to be convening a group of passionate, dedicated practitioners, and gratified that leading experts on child development and children's media use have joined our Action Network Advisory Board. To learn more or join the Action Network, visit www.screen timenetwork.org.

save the date april 20-21, 2018 boston, ma

Join CCFC for the inaugural Children's Screen Time Action Network Conference!

LEARN	ATTEND	CONNECT	EXPLORE
the latest research about health risks related to overuse of screen media	workshops designed to help you communicate more effectively with parents	with other professionals who believe reducing children's screen time is necessary and possible	opportunities for future collaborations, partnerships, and working groups

Featuring Nancy Carlsson-Paige, Victoria Dunkley, Douglas Gentile, Diane Levin, Susan Linn, and special guest Paula Poundstone.

Children's Screen Time Action Network Advisory Board

Nikki Shearman, PhD
Tracy Cutchlow, PE
Douglas Gentile, PhD

Kathleen Clarke-Pearson, MD
Patricia Cantor, PhD
Jean Rystrom

Susan Linn, EdD
Victoria Dunckley, PhD

Kids Delight in Screen-Free Week!

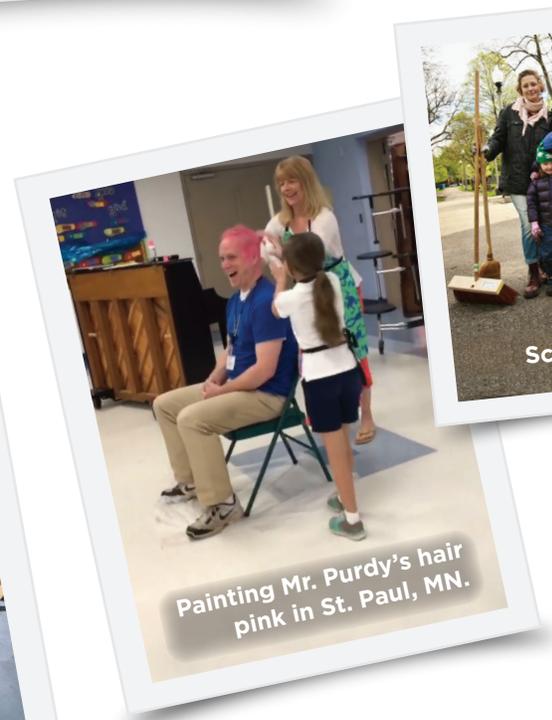
I expected a lot of resistance but didn't get it ... I plan to institute a couple screen-free days every week from now on. It's easy to waste cumulative hours on screens that they could instead be spending on other experiences."

- Sue M., San Jose

Teachers, parents, and kids had more fun during Screen-Free Week! Here are just a few examples:

I wanted to limit screen time, but I didn't want to lose touch of something that was so important to my family. Screen-free week was a great way to spend time with my kids.

- Damien, first grade teacher, Yarmouth, NS



"Our 4-year-old daughter stopped asking to watch anything at around Day 4. It's been so great for all three of us. We have no plans to change this dynamic now."

- Andrea Walker Collins, Victoria, BC, Canada

Screen-Free Week 2017!

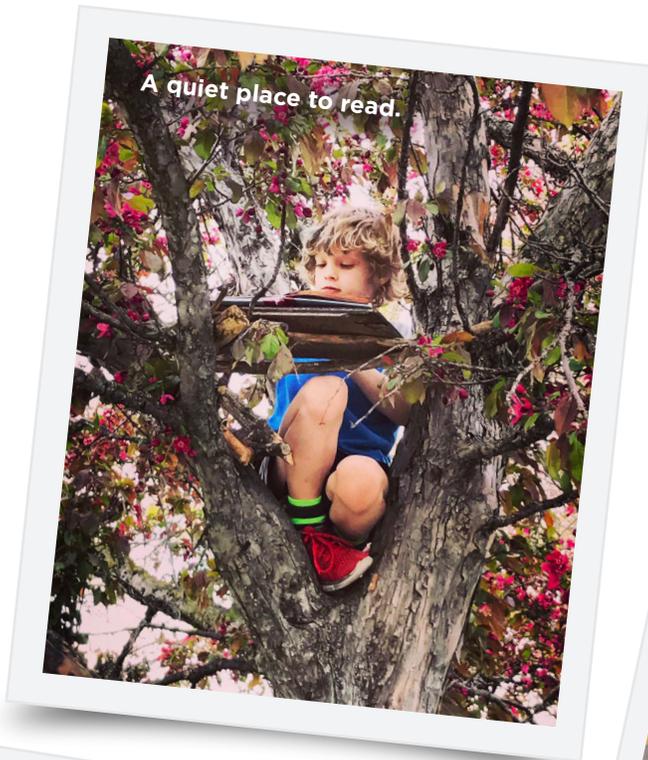
More fun than ever during this year's
view of our favorite stories and photos.

play on my
n I thought
ing I really
do — play
r friends.

st grader from
uth, MA



ago Waldorf
, Chicago, IL.



“My whole school did a Screen-Free Week after I taught the lessons in class and the students signed their pledge cards. They really enjoyed one-on-one time with their families and not having screens interfere.”

- Mary Richards, MLS, Librarian,
Rosa Parks Elementary, Fresno, TX



The proud winner of the
bicycle drawing at Van
Dyke Elementary.



**SAVE
THE DATE**



**April 30 - May 6
2018**

“Turn off any and all screens and be fully present to play with your grandchild, and you will both reap the benefits.”

- Jan Eby, author, *The Grammie Guide*

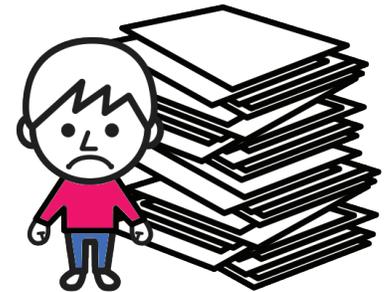
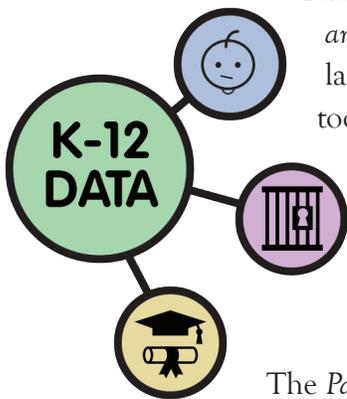
Protecting Student Privacy

More and more schools are using apps and websites for daily instruction, homework, and administrative tasks. These digital tools collect a wide variety of data about students, including kids' names, birth dates, internet browsing histories, grades, test scores, disabilities, disciplinary records, family income, and more. All of this information is incredibly valuable to marketers, and parents often have no say in what gets shared with third parties.

That's why we joined forces with the Parent Coalition for Student Privacy to create the free *Parent Toolkit for Student Privacy: A*

Practical Guide for Protecting Your Child's Sensitive School Data from Snoops, Hackers, and Marketers. Our Toolkit guides parents through the complicated school data landscape, from what data gets collected to how it should be protected. It has tools for parents seeking to limit access to their own child's information, and clear guidance for those who want to create better policies for all kids. It's jargon-free and accessible for both seasoned advocates and parents who are new to the issue. Unlike many other student privacy resources, it's designed to protect the interests of parents and students, not educational technology companies.

The *Parent Toolkit for Student Privacy* was funded by a generous grant from the Rose Foundation for Communities and the Environment. The Rose Foundation's support means that the toolkit is, and always will be, free to download, use, and share. To download your copy of the Toolkit, go to www.commercialfreechildhood.org/privacytoolkit



"This is the student privacy toolkit that I believe every parent, school administrator, and lawmaker should read. Why? Because it's well written and created by parents for parents. It doesn't have a hidden agenda because no edtech dollars were used to influence or fund the effort, so you know you can trust it."

- Bradley Shear, attorney & privacy expert

Special thanks to our Advisory Committee

Kris Alman
Faith Boninger
Laura Bowman
Phyllis Bush

Tim Farley
Jennifer Jacobson
Cheri Kiesecker
Chad Marlow

Francesca Miceli, Esq.
Mark B. Miller
Sarah Petrie, Esq.

Meet Angelica Velazquez

CCFC Board member Angelica Velazquez knows how important it is to build communities that support and nurture children. In her role as Director of the Informal Family Child Care Project at the City University of New York, she sees every day how crucial supportive caregivers are. “They know everyone in their communities,” she says of the child-care providers she works with, many of whom are immigrants or caring for children of immigrants. “They see everything. They’re an integral part of the extended family structure that that so many young children rely on.”

Angelica regularly uses CCFC resources in her work. “The tools CCFC provides, especially around Screen-Free Week and alternatives to screen time, can have a big impact,” she says. “They’re conceived and written in an accessible way, so we can talk about these issues without alienating folks.”

When Angelica joined CCFC’s Board of Directors in 2015, she brought with her 20 years of experience as an educator, trainer, and program manager – and 13 years of experience as a parent. That means she tackles issues of commercialism and screen time both at work and at home. “I’m concerned about negative health outcomes,” she says, especially the “damaging effects of unfiltered and unlimited exposure to screens. Screen limits have always been a challenge in our house, and one that we discuss openly.”

We’re proud to have Angelica’s expertise, support, and vision as we work toward a future where kids come first.

**BOARD
MEMBER
SPOT-
LIGHT**



Angelica and her son on a road trip.

And the TOADY goes to...

A brutal combination of gender stereotypes and dangerous ingredients earned Lulu’s Makeup Set by Pink Fizz the 2016 TOADY (Toys Oppressive and Destructive to Young children) Award! New Moon Girls’ Nancy Gruver, who nominated the toy, said the sexualized packaging, looks-based play, and endocrine-disrupting chemicals made this product “beyond unethical.” Voters agreed, giving Lulu’s Makeup Set 33% of the vote and the prize for Worst Toy of 2016.



A Voice for Children

Advocating for policies that protect kids from harmful marketing is a crucial component of CCFC’s work, and once again this year we were active in state houses and city halls across the country. In California, Rhode Island, and New Hampshire, we supported restrictions on junk food marketing in schools – and in Canada, we became the first international organization to sign onto the Ottawa Principles, which call for a ban on *all* kid-targeted food marketing. In New York City, we organized our members to demand an end to alcohol ads on public transit. In Massachusetts and California, we testified in support of legislation that would stop Internet Service Providers from selling kids’ browsing histories without explicit consent from parents. And in Michigan and Los Angeles, CCFC and our partners quashed plans to put enormous electronic billboards on school property.



CCFC’s David Monahan testifies in support of internet privacy legislation in Massachusetts.

Not Under the Influence



On the internet, the lines between content and advertising are blurrier than ever – and sometimes, they don’t exist at all. But CCFC is holding marketers accountable, starting with deceptive “influencer” advertising on Instagram and YouTube.

In September, we joined Public Citizen and the Center for Digital Democracy to show that top celebrities on Instagram hid the fact that their content was paid for by brands. We filed a complaint with the FTC, who sent warning letters to the celebrities and their

marketing partners, insisting that ad disclosures be clear and conspicuous (i.e., saying “thanks, [brand]!” doesn’t count).

In October, we filed a second FTC complaint, calling out Google for targeting children with unfair influencer marketing on YouTube. Wildly popular YouTubers like EvanTubeHD, Baby Ariel, and Meghan McCarthy rack up millions of views on videos where they unbox toys, play branded games, and enthusiastically sample junk food. Children have no idea their internet “friends” are really stealth marketers, and parents have no idea their kids are watching ten-minute infomercials. While our October complaint is under review, we’re continuing to monitor influencers and brands who take advantage of children. Stay tuned for more!

Ending McTeacher's Nights in LA and Beyond

This year, we scored a huge win in our ongoing campaign to protect children from McDonald's manipulative marketing: under pressure from teachers and parents, the Los Angeles Unified School District (LAUSD) Board of Education voted to ban McTeacher's Nights. On McTeacher's Nights, teachers "work" behind the counter at McDonald's, selling burgers, fries, and soda to their students. In exchange, schools get a tiny cut of the night's profits – usually less than \$1 per student. These marketing events disguised as fundraisers have been condemned by tens of thousands of parents and more than fifty teachers unions, including United Teachers Los Angeles. As UTLA President Cecily Myart-Cruz explains, "McTeacher's Nights undermine the important work that teachers do day in and day out in their classrooms, teaching children to respect themselves and take care of their minds and bodies." LAUSD is the second-largest school district in the U.S., making this win a pivotal moment in our ongoing campaign to end McTeacher's Nights.

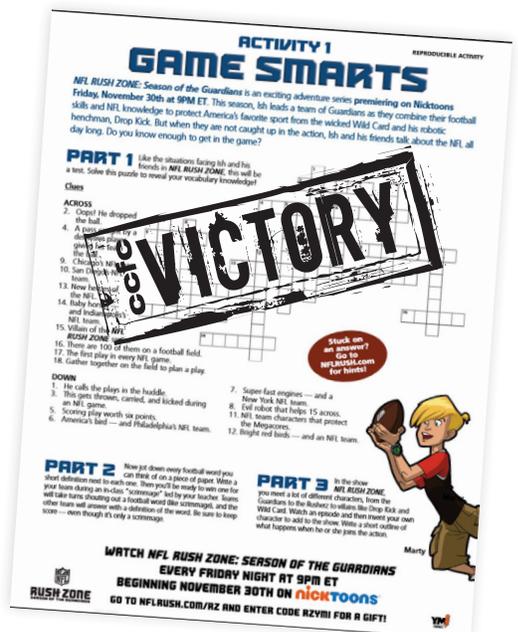


"It is wrong to exploit cash-strapped schools by essentially turning teachers into temp workers for McDonald's – a corporation notorious for miring its own workers in poverty."

- UTLA President Cecily Myart-Cruz

We Blocked the NFL from Tackling Kids!

Last year, we celebrated a big victory: an ongoing CCFC campaign targeting the NFL's Rush Fantasy – an online game where 6- to 12-year olds competed for \$5,000 cash – ended with the league promising to make serious changes. After we told the NFL that it was unconscionable to entice children to gamble, they agreed to remove cash prizes and stop promoting the game in schools. This year, the news is even better: the NFL is ending Rush Fantasy altogether! The league's decision came after the *Huffington Post* published an exposé based largely on our groundbreaking report *Out of Bounds: The NFL's Intensive Campaign to Target Children*. The widely-shared piece brought new attention to our work and to the NFL's practices, compelling the league to do the right thing.



CCFC in the News

As the only national organization dedicated solely to reducing the influence of corporations in kids' lives, CCFC is a trusted source for reporters covering issues of screen time, marketing to children, school commercialism, and more. CCFC staff and Board members were quoted in prominent publications discussing the implications of listening devices for babies (page 3), Screen-Free Week (pages 8-9), student privacy (page 10), influencer marketing (page 12), McTeacher's Nights (page 13), creative play, and a major story about how Facebook tracks teenagers' emotions – and that was just in one week! Altogether, CCFC's work was covered in hundreds of outlets across the world, including the *Washington Post*, the *New York Times*, the *Boston Globe*, and the *Today Show*.

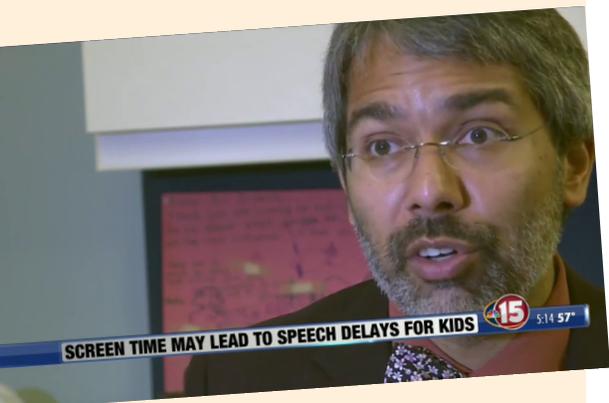


Why I Support CCFC

By Dan Watson

My grandsons Quinn, Aidan, and Sean are darn near young adults. But years ago, when I first decided to support CCFC, the boys were much more vulnerable to never-ending marketing pressures targeting them from every direction. I was worried about what they were learning from our commercialized culture. Now that they're (almost) grown from curious children into compassionate adults, I think those efforts to keep marketers at bay paid off.

For me, supporting CCFC has always been a values thing. Their mission as an organization and my mission as a granddad are pretty close: We do what we can to help enrich our grandkids' lives and ensure a safe and sustainable world for the future. I am not anti-technology or a purist; I'm a retired businessman from a conventional middle-class background. But, consumer culture and the promotion of "stuff" are counter to our family's values – and the thought that, to earn another buck, corporate America is worming those attitudes into the unknowing minds of little kids really got my goat (a term from my '50s youth). I can hear Wally Cleaver now: "Pick on someone your own size!" And you know that phrase "think globally, act locally"? Acting locally, by helping my children imbue their children with values relatively free of commercialism, is among my primary responsibilities. But "acting globally" is another great thing to do, if one is able. It's why I am proud to be a CCFC advocate, and to support CCFC financially every year.



CCFC Board member
Dr. Dipesh Navsaria

CCFC Financials

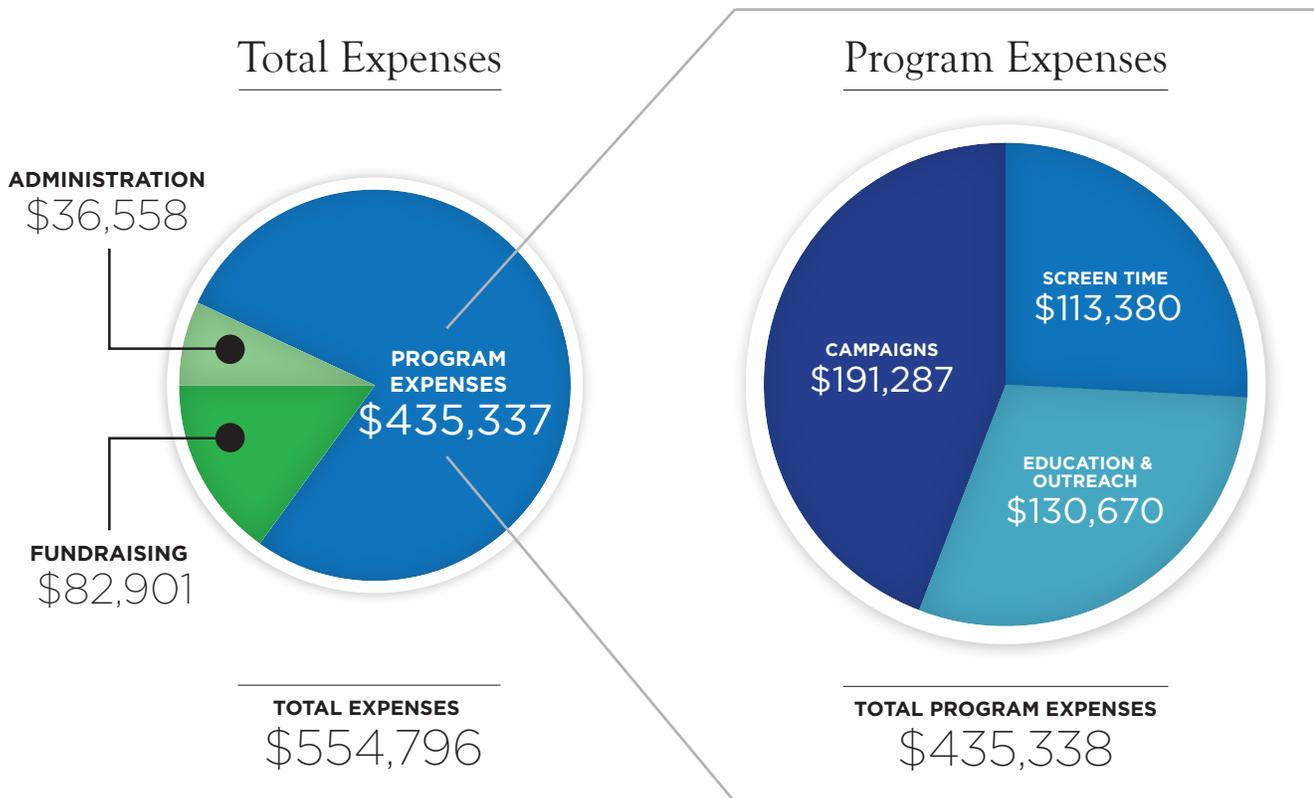
July 1, 2016 - June 30, 2017

INCOME

	ANNUAL FUND	SUSAN LINN FUND
Grants	\$ 25,000	—
Individual Donatons	\$ 318,691	\$ 104,000
Total FY17 Income	\$ 343,691	\$ 104,000
Expenses	\$ 364,796	\$ 190,000*
Net Increase/(Decrease)	\$ (21,105)	\$ (86,000)
Beginning Reserves	\$ 295,130	\$ 375,699
Net Assets FY17	\$ 274,025	\$ 289,699

*Planned spending to support CCFC's organizational growth.

EXPENSES



Our Supporters

We are grateful to our supporters, whose generosity allows CCFC to continue its important work reclaiming childhood from corporate marketers. Below is a list of our donors for fiscal year 2016 (July 1, 2016 - June 30, 2017).

Leadership Circle

\$100,000

Alana USA Foundation*

\$75,000

The Christy & John Mack Foundation

\$25,000 - \$74,999

Church Communities Foundation

Matt Damon

Ranae DeSantis

Jacaranda Fund

\$10,000 - \$24,999

Doreen Downs Miller

Elaine Golin

M/H Metrock Charitable Foundation

Milner Family Foundation

Michael Rankowitz & Sheila Heffron

\$5,000 - \$9,999

The Kalayoglu Fund

Champions

\$2,500 - \$4,999

Anonymous*

Nathan Dungan

& Susan Hawks

Kevin L. Hepner

Jared & Alice Jacobs

The Koch Ellis Fund

Dan Watson

& Brenda Stone

\$1,000 - \$2,499

Barbara Brock

Aparna & Joel Brown*

Julia Chen

Craine Family

Charitable Fund

Dawn Daniel, MD,

& Herbert Madan*

William Gerhardt

Susan Hopkins

Carl & Susan Ingrao

Dr. Susan Linn

Nancy Marsden

Dipesh Navsaria

& Rania Huntington

Melinda Nemec

Maria Nicolo

& David Earling

Kimberly K. Rathmann

Jean Rystrom

Cathy Sahu

The Margaret M. Schmidt

and Kenneth J. Danila

Fund at the Boston

Foundation

Scott Sherwood Benson

& Ky-Van Lee

The Sholley Foundation

Andrew Strom

& Pico Kassell

Lucy B. Stroock

The Van Dyke Family

Friends

\$500 - \$999

Anonymous (2)

Rebecca Arnold

Andres Batista

Myron & Sandy Belfer

Angela J. Campbell

Charles M. Fox

James & Lisa Gleason

Alexandra Gruskos

Mona Harley

Gregory & Caroline Horner

in honor of Briane Horner

Lauren & David Kopans

Chip & Kathy Masarie

Kimberly Simmons

Daniel & Martha Smith

The Eliot and Anne Weathers

Charitable Trust

Brian & Carey Wentzel

\$250 - \$499

Anonymous (3)

William Beardslee

Ann Braude & Andrew Adler

The Boyd Vigil Family

Kathleen & Dan Clarke-Pearson

Jeanne Cosby

Richard & Carol Daynard

Anne Ellsworth

Janette Emlen

Alice & Steve Golin

Holly & Kirk Groh

Sarah Hellman

Anna Miari & Lincoln Hess

Jonathan Hinman

& Jennie Winton Hinman

Myla Kabat-Zinn

Rosie & Sajed Kamal

Allen D. Kanner

Tim Kasser

Joe Kelly & Nancy Gruver

Hon. Carol Kenner

Mr. & Mrs. Robert M. Knowles

Diane Levin & Gary Goldstein

John A. Lippitt

Nell Minow & David Apatoff

John Parker

Laurel Parker West

Alyson Porter & Eli Torgeson

Steve Seaborg

Bernard & Evelyn Seckler

Michele Simon

Barbara Sweeny

in honor of Marge Grace Sweeny

Angelica L. Velazquez

Donna E. & Douglas S. Wheeler

Melissa Williams & Wilbur Lam

Frederick Zimmerman

Sustainers

\$100 - \$249

Anonymous (6)
 Martin Abel
 Ellen & Moshe Adler
 Aaron & Aura Ahuvia
 Kathryn Aschliman
 Linda Barnes
 in memory
 of Clifford Craine
 Robin Bectel
 Idie Benjamin
 Rahul Bhargava
 Ritu Bhatnagar
 Bill Bigelow
 Daniel L. Boxwell
 Amanda Braziel
 Katharine Brown
 Blakely
 & Harvey Bundy
 Mary Burke
 Sarah Bures
 Pamela Burnley
 & Russell Malchow
 Patricia Cantor
 Nancy Carlsson-Paige
 & Douglas Kline
 Susan Caruso
 Marie Cheney
 in memory
 of Bianca Magnani
 Bill & Lynne Cobb
 in honor of Colton
 & Lucy Arthur
 Mike Couzens
 Erbin Crowell
 Kimber
 & Dennis Del Valle
 Allison Delong
 Ed & Kristen Dennison
 Emily Dolbear
 Gretchen Doret
 Lisa Dowden
 Eric Euvrard
 & Mei-Mei Huang
 John Farrell
 Marjorie Fields
 Abraham Flaxman
 Sean & Julie Foley
 4 The Love of
 Learning Preschool
 Nancy Freeman
 Jennifer Gamble
 William
 & Zelda Gamson
 Jeff Garb
 Frank Gatti, MD
 & Ellie Manire-
 Gatti, RN
 Mark Gilbert
 Alyson & Zach Gordon
 in honor of
 Monica Wood

Maryellen Griffin
 Max Handelsman
 & Melinda Moyer
 Harley Heath
 Carol B. Hillman
 Jacob Hosler
 Mary Ann Jacob
 Carden Johnston
 Ellen Kelly-Lind
 & Gary Lind
 in honor of
 Joe Kelly
 & Nancy Gruver
 Junith Koon
 Lexi Ladd
 Raquel Lauritzen
 Michelle Leder
 Donna Lepley
 Arthur Levin in honor
 of Diane Levin
 Toni Liebman
 Kecia Lifton
 Rebecca Masterson
 & Gordon Wong
 Rebecca Mautner
 Sara & Peter Michelson
 David Monahan
 Samantha Morse
 Barbara Nicholson
 Mark Noltner
 Lynda Paull
 Allyson & Chris Penner
 in honor of
 Julia Chen
 Andrew Perchlik
 Ellen Pollack
 Alvin F. Poussaint, MD
 Molly Rauch
 Paula Rees
 Shay Ralls Roalson
 Thomas Robinson
 Mary L. Rothschild
 Rheta & Howard
 Rubenstein
 Barbara Schechter
 Amy Schectman &
 Mitchell Rosenberg
 in memory of
 Clifford Craine
 Craig Scull
 Anne Seban
 Judith Segal
 & James Kelley
 Katy Smith
 Leanne Soylemez
 Jennifer Sullivan
 John & Rauna Surr
 The Thomas Family
 Monica Tovar
 McDonnell
 Garland Waller

Kristie Wang
 & Michael Frank
 Rebecca Weiker
 & Sean Hecht
 Roland Young
 Rinny & Len Yourman

Up to \$100

Fonwiyye Aaldan
 Rebecca Abbott
 Joan Abruzzo
 Anonymous (22)
 Karen Armas Landau
 Liz Austin
 Brad Bennett
 Martha Bettis Gee
 Susan Bogar
 Faith Boninger
 Wendy Burton
 Lisa Cain-Chang
 Jim & Kara Carden
 Libby Chamberlin
 in honor of Jan
 & George Emlen
 Noah Chandler
 Tom Chen
 Rachel & David Clar
 in honor of
 Carol Flanigan
 Nora Claypool
 Richard Cohen
 John Comella
 Anita Cook
 Lili Cummins
 Lisa Danetz
 & Craig Smith
 Joyce Daniels
 Anne Deysher
 Niles Donegan
 Andrea V. Doukas
 Judy Doyle
 Shara Drew
 Brian Duelm
 Ben Dunlap &
 Melissa Feuerstein
 Josie Etheart
 Gina Faber
 Jamie C. Fairchild
 Jane Feinberg
 Mary M. Finn
 Kathy Foster
 Barbara & Marvin Fox
 Mark Frederick
 Lauretta Freeman
 Faith Garfield
 Lydia Garvey
 The Gault Family
 Suzanne Gellens
 Robert M. Goisman, MD
 & Jeanne M. Traxler
 Steven Goodell
 Nicholas Grecco

Daniel Hade
 Devora
 & Doug Haeuber
 Dr. Louise Hart
 Nancy Hartman
 Richard Hawley
 Mindy Holohan
 William Howald
 Clinton Hubbard
 David & Lisa Krausz
 Sonja Johansson
 Barry & Kathy
 Keller Jones
 Beth Kemler
 Irene F. Kessel
 Georgy Khvadagiani
 Regan Kibbee
 Jean Kilbourne
 Marilyn
 King-Jorgensen
 Laurie Kleen
 Sharon Klein
 Mat Kramer
 Katherine Kruse
 Andrea Larson
 Alice Lowenstein
 Josh & Lisa Lubarr
 Darcy Lunn
 Jean Martin
 Sue M. Martin
 Thomas Mason
 Dr. Allyssa McCabe
 Colleen McDonald
 Grainne McEvoy
 Mulholland
 Joan McGlincy
 Sarah Lynne
 McMahan
 Barbara Meltz
 Phoebe Milliken
 Samantha Mortlock
 Ed Mroz
 & Celia Shapiro
 Roxanna Myhrum
 Frances Dean Nolde
 Jennifer Norris
 & Flynn Monks
 Amanda Northrop
 Sandra Nortier
 Randee Norwood
 Marion Odell
 Jill Olive
 Lawrence
 Ollen-Smith
 Genevieve O'Malley
 Tanya Palacio
 Candace Pantoga
 Jennifer Plowden
 Kamal Patel
 in honor of
 the Millman Family
 Susan Peirson

Kim Penzone
 Tasmin Pessa
 Sylvia F. Pfeffer
 Richard Pizzi
 Drs. Linda Zoe
 Podbros
 & James Waters
 Jeff & Karen Pooley
 Linus Poons
 Vitas Povilaitis
 Mr. B. Powell
 in honor of
 his children
 Tim Rairdon
 Matthew Reid
 Giampiero Remondini
 Julie & Dean Ridlon
 Susan Rogers
 John F. Rogers
 Jannotta Rothenberg
 Family
 Susan Ruocco
 June Rutkowski
 Diane Schmutzler
 & Adam Fracchia
 Marcia Schreier
 Jessica Seiden
 Daniel Shively
 Dan Silver
 Warwick Smith
 Lynn B. Spees, MD
 Joan Spoerl
 Kim Sumner
 Mary Sweeney
 Julie Taylor
 Adrian Tentea
 Laurie Todd
 Carlos Voltron
 in honor of
 Maxwell Muffie
 & Scott Waterman
 James Webster
 Mark Weltner
 Anna White
 Kerry Williams
 Marcia Wines
 Sharon &
 Gene Wintner
 in honor of
 Joseph Bresler
 Aaron Wolf
 Margaret Woodward
 Sheli Wortis
 Bonnie Zare

Staff

Josh Golin, Executive Director
Melissa Campbell, Program Manager
Charlie Feick, Research Coordinator
Jenny Gamson, Development and Communications Director
David Monahan, Campaign Manager
Darius Peyton, Program Associate
Jean Rogers, Screen Time Program Manager

Board of Directors

Angela Campbell , Clerk	John C. Mack
Julia Chen	Doreen Downs Miller
Ranae DeSantis	Dipesh Navsaria, MPH, MSLIS, MD
Nathan Dungan , Chair	Angelica Velazquez
Jan Emlen	Ana Lucia Villela
Kevin Hepner , Vice Chair	Laurel Parker West, PhD , Treasurer
Tim Kasser, PhD	

Senior Advisors

Kathy Bowman, EdS	Velma LaPoint, PhD
Nancy Carlsson-Paige, EdD	Diane Levin, PhD
Allen Kanner, PhD	Alvin F. Poussaint, MD
Joe Kelly	Michele Simon, JD, MPH

Our Mission

CCFC supports parents' efforts to raise healthy families by limiting commercial access to children and ending the exploitive practice of child-targeted marketing. In working for the rights of children to grow up — and the freedom for parents to raise them — without being undermined by corporate interests, CCFC promotes a more democratic and sustainable world.



Campaign for a Commercial-Free Childhood

89 South Street, Suite 403, Boston, MA 02111

(617) 896-9368 / ccfc@commercialfreechildhood.org

[f/commercialfreechildhood](https://www.facebook.com/commercialfreechildhood)

[@commercialfree](https://www.instagram.com/commercialfree)