



Campaign for a Commercial-Free Childhood

Annual Report

July 1, 2015 - June 30, 2016



Dear Supporter,

As a fan of CCFC since 2003, I often reflect on those early days when the entire staff (all two of them!) was squeezed into one tiny office. I am amazed at what CCFC has achieved since that humble beginning.

While I am thrilled about our accomplishments, I'm even more excited about where we're headed. Thanks to your generosity, we are poised to expand our work on behalf of children and families.

This year, we continued to strengthen our infrastructure and grow the organization. We welcomed three experienced advocates for children to our Board of Directors. We created a plan that will allow us to further develop our Board, set ambitious goals, and evaluate our work to keep us successful in the years to come. In his first year as Executive Director, Josh Golin assembled a dedicated and talented staff that is passionate about fulfilling CCFC's mission. And once again, we maximized our resources to launch one successful campaign after another.

It is an honor to serve as Chair of a Board that is so dedicated to children's well-being. Every one of our Board members gives their time and talent generously, and I'm pleased to report that 100 percent give financially as well.

We owe our successes – past, current, and future – to you. Thank you so much for your continued support.

Sincerely,



Kevin Lee Hepner
Chair, Board of Directors



CCFC Board of Directors

BACK ROW, LEFT TO RIGHT:

John C. Mack, Nathan Dungan,
Tim Kasser, Dipesh Navsaria

SECOND ROW, LEFT TO RIGHT:

Julia Chen, Laurel Parker West,
Doreen Downs Miller,
Angelica Velazquez,
Kevin Lee Hepner, Josh Golin

FRONT ROW, LEFT TO RIGHT:

Angela Campbell, Jan Emlen

NOT PICTURED:

Ranae DeSantis, Ana Lucia Villela

Dear Friend,

I'll admit I was a little nervous when I became CCFC's Executive Director last July. Twelve years here had prepared me for the role, but I was stepping into founder Dr. Susan Linn's big shoes — and founder transitions are notoriously difficult for nonprofits.

Fifteen months later, I'm proud to say that we've done more than just survive the transition: We're thriving.

As you'll read in these pages, our work protecting children from commercialism has once again made headlines around the world. This year, we scored significant victories in campaigns against Mattel and the National Football League; we built a powerful coalition to stop an insidious McDonald's marketing ploy disguised as a school fundraiser; and with our new parent and educator resources, we established ourselves as the leading organization helping kids unplug from their ad-supported screens.

We also have more staff than at any time in CCFC's history. This year, we added a lawyer with extensive consumer protection experience, a parent educator who specializes in helping families manage media use, an organizer who led successful campaigns against Lego and Google, and a nonprofit manager who created programs for at-risk children and families. Each of us brings unique skills to CCFC, but we share two unwavering beliefs: Commercialism is harmful to kids, and together we can do something about it.

It's your generosity that has allowed CCFC to expand our capacity and sustain multiple campaigns. And whether it's marching outside McDonald's, organizing a Screen-Free Week, or contacting a legislator to keep ads off of school buses, our supporters are at the forefront of all our activities.

Thank you for everything you've done to help us come this far. Working together, I know we can give kids the childhood they deserve.

With gratitude,



Josh Golin
Executive Director



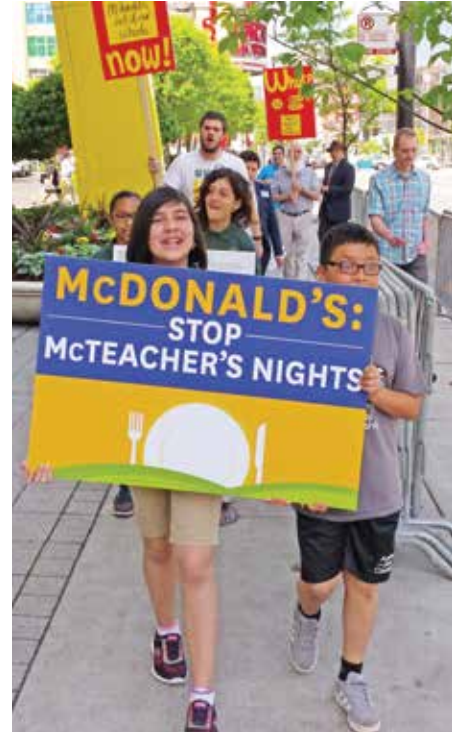
Ending McTeacher's Nights

When Mark Noltner (see page 3) contacted us about a fast food fundraiser at his daughter's school, we snapped into action. We joined forces with Corporate Accountability International (CAI) and launched a campaign to stop "McTeacher's Nights," where teachers wear branded uniforms and "work" behind the counter at McDonald's selling junk food to students and families. The corporate giant promises money for cash-strapped districts, but our research uncovered that schools make, on average, just \$1.18 per student – while McDonald's gets the kind of marketing that money can't buy.

Working with CAI, we organized a powerful coalition to demand that McDonald's stop exploiting teacher-student relationships to sell kids fast food. The National Education Association; more than 50 state and local teachers unions; and experts from education, medicine, and public health all joined us to tell McDonald's: Stop McTeacher's Nights.

In May, we took our message directly to McDonald's. We held a rally outside the flagship restaurant in Chicago, featuring an inspiring presentation from a group of young students from Chicago's Academy for Global Citizenship, who demanded McDonald's stay out of their schools. CCFC and our partners then delivered a petition with 30,000 signatures to the company's headquarters.

It's shameful that McDonald's uses the underfunding of our public schools as a marketing opportunity. That's why we're continuing to work with partner organizations and local activists across the country to help schools find alternatives to junk food "fundraisers."



MCDONALD'S IS DOING WHAT?!

"I'm a public school parent, and I'm disgusted that McDonald's would stoop to this level to get high-fat, high-sodium junk food into our kids, exploiting our teachers in the process. Bad corporate citizenry!"

- Julie Friesen, Brooklyn, NY

"The amount of money actually raised for the school is appallingly low, while McDonald's reaps huge benefits. This is wrong for our schools and wrong for our children."

- Jennifer Kyles, Hillsborough, NC

An Activist Speaks

Mark Noltner is a Chicago-area parent who contacted CCFC about a McDonald's fundraiser for his daughter's elementary school. His call was the catalyst for our Stop McTeacher's Night campaign and a turning point for him as an activist.

Why did McTeacher's Nights concern you?

I have always been interested in how messages shape our “wants” versus our “needs,” and how marketing affects our choices. I became more acutely aware of this once I became a parent. When my daughter, Siena, brought home a Ronald McDonald flyer, I was frustrated that the school was trying to use her and our family to raise money this way. It's great advertising for McDonald's at the cost of manipulating kids. Our school, like so many others, needs money, but it felt like an ethical boundary had been crossed.

What made you contact CCFC?

I've been a supporter for years and really value the work CCFC does. I'd written a blog post for CCFC a few years ago, so I contacted Josh Golin to see if McTeacher's Nights were on his radar. Within four months, CCFC had created a whole campaign! While I was trying to do things on a grassroots level locally, like reaching out to the principal and other families in the school, CCFC provided a national framework. I was amazed at the partners CCFC assembled and how quickly it happened.

How did CCFC help you locally?

I became the “go-to” person once the campaign launched. But before that, CCFC prepared me by helping me fine-tune my message. We created talking points and practiced a mock interview. It made me more at ease talking about why McTeacher's Nights are a problem and what we can do about it. I was confident and ready for the publicity that followed. I had interviews with National Public Radio, the *Boston Globe*, Reuters, and other news outlets. I also spoke at the Chicago McDonald's protest.

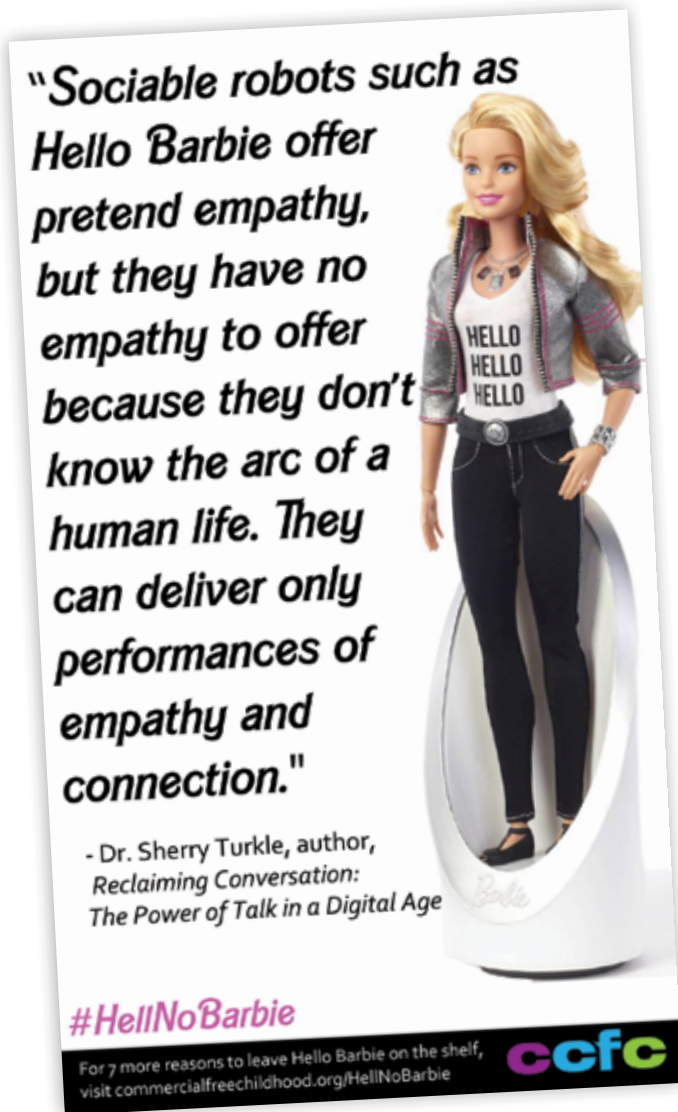
How has this experience impacted you?

It was one of those moments in life when you think, “I can sit idle and watch things happen, or I can step up.” It was a powerful experience and I feel more comfortable speaking up now. I'm so glad I did, because it gave me a voice — for my daughter and for all of our kids.



Hello Barbie is a Flop!

Our campaign to stop Mattel's creepy Hello Barbie doll was one of the most successful and widely publicized efforts in CCFC's history. Together with thousands of supporters, we convinced parents not to buy the doll, which records children's conversations, then analyzes and shares them with unnamed third parties.



Long before Hello Barbie's release, CCFC publicized how the doll threatened children's privacy, creativity, and well-being. We explained how children benefit from playing with dolls that allow them to exercise their imaginations rather than reacting to corporate scripts, and that the information collected by Hello Barbie could be a boon to advertisers. Nearly 45,000 people signed our petitions urging Mattel not to release the doll, and our concerns were featured in major media outlets, including the *Washington Post* and *Fox News*.

Just before Hello Barbie hit stores, we released #HellNoBarbie: 8 Reasons to Leave Hello Barbie on the Shelf. This social media campaign enlisted experts in child development, privacy law, and internet security to educate parents on the dangers of the doll. #HellNoBarbie was shared far and wide on social media and inspired a fresh wave of media attention, including from the *Today* show.

Mattel's marketing machine was no match for our collective voices! In January, *Bloomberg News* reported that Mattel had shipped just 10,000 units of the doll, a far cry from the 250,000 typically expected from a hit toy. That means nearly a quarter-million Hello Barbies never had a chance to spy on kids.

"I am so impressed by the work that CCFC did with the Hello Barbie campaign. Passion always helps and you folks certainly inspire passion!"

- Toni Liebman, New York, NY

And the TOADY Goes To...

In a result that surprised no one, Hello Barbie took home the **TOADY (Toys Oppressive and Destructive to Young children) Award** for Worst Toy of 2015. With a whopping 57 percent of the vote, Mattel's cloud-connected corporate spy earned more votes than all of the other nominees combined, resoundingly beating out a field of gag-worthy contenders, including the *Brands We Know* book series and the Bratz Selfie Stick.



"This toy has all of the things I most detest: sexism, invasion of privacy, and rampant commercialism. YUCK!"

- Julie Abraham, Brookings, SD

Keeping Ads Off of School Buses

Several years ago, marketers started pushing state legislators to allow ads on the outside of buses, wowing them with false promises of big money for school districts. Pundits predicted that the plain yellow school bus would soon be a thing of the past. But CCFC members refused to let that happen.



From 2011 through this year, states introduced 36 bills that would allow school districts to place ads on their buses. As a result of our efforts, 33 of those bills did not pass. In 2016, only one bill was even introduced, down from ten bills in both 2011 and 2012.

Thanks so much to our supporters who donated time and money and used our School Bus Ad Action Center to contact their state representatives. Legislators around the country now understand that the meager revenue generated by school bus ads isn't worth the costs to students' well-being.



Screen-Free Week 2016

From May 2 through 8, families, schools, libraries, and community groups challenged children and their families to unplug from digital devices. The result? A week without screens gave kids and parents alike an opportunity to be fully present in real-world activities — exploring, problem-solving, engaging with nature, and just plain having fun!

At Yokayo Elementary School in California, fourth and fifth graders wrote in Screen-Free Week journals and maintained a Hall of Fame bulletin board to track their progress. One student reflected, “At first I thought, *Who would do this?* but then I tried it and it was really fun!” Students at West Blanc Middle School in Michigan participated in events like lunchtime discussions and a family bowling night. And in Chilton, Wisconsin, unplugged kids and parents got together for a “couch potato” craft activity.

**Shirtmaking
at Glen Arden
Elementary, NC.**



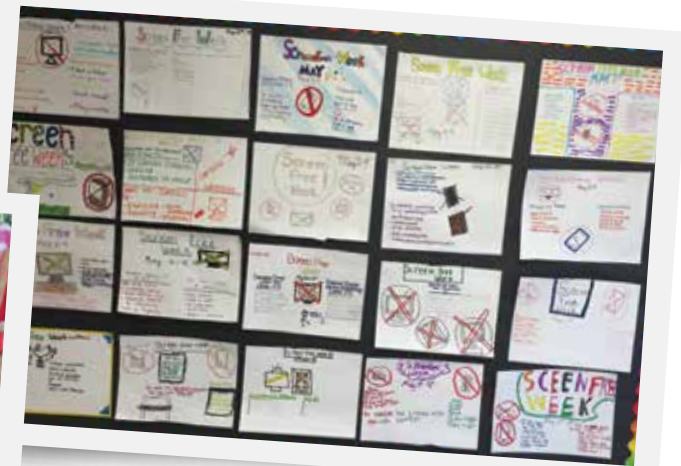
Couch potato project Chilton, WI.



**Sensory play at Brighton
District Library, MI.**



Tug-of-war in Suncoast, FL.



**Screen-free activity wall at
Northfield Elementary, MD.**

**Screen-free
swimmers in
Chilton, WI.**



**SAVE
THE DATE**

**screen-
free
week**



**MAY 1-7
2017**

Real-life Strategies for Reducing Children's Screen Time

Research clearly demonstrates that when it comes to screen use by young children, “less is best.” Engaging in active play and interacting with caregivers are far better for children’s bodies and brains. And digital devices are the number one way marketers reach kids, so less screen time means less exposure to harmful commercialism. That’s why, in 2012, CCFC launched Healthy Kids in a Digital World (HKDW), an initiative to support parents’ and professionals’ efforts to reduce kids’ screen time.

Our latest HKDW release, *7 Parent-Tested Tips to Unplug and Play*, is an online resource by and for parents who want to find alternatives to screens. In it, families who attended our HKDW workshops in Boston share the strategies that made a real impact on their children and families. Check out one of the creative approaches below!



Jenny wondered if she had enough ways to occupy 2 year-old Avery for extended periods of time without use of the TV, computer or iPad. “When I had to do chores or other things around the house, I often relied on screens to entertain my daughter.”

Jenny found the answer: sensory play. She now sets up water and toys at the kitchen sink and Avery plays for long stretches. Because Avery is so engaged, Jenny can accomplish other things nearby while keeping an eye on her.

Her mother says Avery keeps herself happily entertained and doesn’t seem to miss the screen time. “Sensory play keeps her occupied while I’m busy, and she really enjoys it. We’ve even been able to eliminate screen time altogether on weekdays!”

HKDW is funded through a generous grant from the Herman and Frieda L. Miller Foundation Innovation Fund. Special thanks to our community partner, Family Nurturing Center in Boston, for their work on this project.



Meet David Monahan and Melissa Campbell

As CCFC's reach grows, so does our incredible team! We were very excited to welcome two new staff members to the organization this year.

David Monahan, CCFC's Campaign Manager, is responsible for crafting and implementing our corporate campaigns. He joined CCFC after 15 years in the Massachusetts Attorney General's office, where he served as Deputy Chief of the Consumer Protection Division. "After working to protect consumers from predatory business practices, I wanted to continue to advocate for those in need," David says. "I am interested in child-protection issues, social justice, racial equality, and the environment, and the work at CCFC touches on all of these."

Melissa Campbell is CCFC's Program Coordinator. She came to CCFC from Brooklyn, New York, where she helped run SPARK Movement, an organization that trained girls age 13 to 22 to be feminist activists and organizers. "Our work was all internet-based, because that's where youth are," she says of her old role. "Kids live their whole lives online, and there are no protections for them — their relationships and politics and identities are being built in these surveilled and hyper-commercialized spaces. At CCFC, I can do something about that."

Though they come from different professional backgrounds and generations, David and Melissa's skills complement each other's perfectly. It isn't unusual to see the two in lively conversation, analyzing a news story and its impact on children, or debating the tone of a campaign headline. With a collaborative spirit, passion, humor, and intelligence, they are, as individuals and as a team, a wonderful example of how CCFC makes its mark on the world.



**STAFF
SPOT-
LIGHT**

Spreading the Word

It was another high-visibility year for CCFC: From our #HellNoBarbie campaign to our YouTube Kids complaints, our advocacy made headlines around the world. As the go-to organization for journalists seeking comment on commercialism in schools, marketing to children, screen time, and more, CCFC staff were featured in more than 200 stories.

We weren't the only ones talking to press — our members were, too! Working with our Campaign Manager David Monahan, CCFC supporter Anna Sandler wrote an op-ed about school bus advertising that was syndicated throughout New Jersey. Parent and teacher Mark Noltner served as the spokesperson for our McTeacher's Night campaign. Plus, CCFC members Keith and Tanya Fortier were interviewed about Hello Barbie on the *Today* show, and several CCFC families were featured in a *Chicago Tribune* story about raising low-tech kids.



Tool Kits to Protect Student Privacy

Gone are the days when paper files of student records were stored in locked cabinets in an administrator's office. Today, more than 95 percent of schools rely on outside vendors to support their operational and educational needs, using cloud services to store everything from student health records to discipline history. Schools collect a vast amount of information about students, but rarely have sufficient safeguards to protect sensitive data from being improperly accessed, misused, or shared with third parties.

That's why we're working with the Parent Coalition for Student Privacy to create Student Privacy Tool Kits, funded by a generous grant from the Rose Foundation for Communities and the Environment. The tool kits, which will be available in 2017, will help parents understand their rights — and the rights of their children — when it comes to data and privacy. They'll also include best practices for schools, as well as strategies that parents and teachers can use to advocate for stronger data protections.

Student Privacy Advisory Board

We are grateful to our Advisory Board for lending their time and expertise to our Student Privacy Toolkits.

Attorney Francesca Miceli

Attorney Sarah Petrie

Mark B Miller, Keystone State Education Coalition, Pennsylvania School Boards Association

Faith Boninger, National Education Policy Center

Tim Farley, Principal, New York

Laura Bowman, Parents Across America

Phyllis Bush, Network for Public Education

Chad Marlow, ACLU, New York City

Rachel Shinder, Parent, New York

Kris Alman, Parent, Oregon

Cheri Kiesecker, Parent, Colorado/Missouri Education Watchdog

Jenn Jacobson, Parent, Connecticut Alliance for Privacy in Education

Meet Ana Lucia Villela

We were thrilled this year when Ana Lucia Villela, a longtime friend, supporter, and advocate for children, joined CCFC's Board of Directors. Ana is the founder and chair of the Alana Institute, a nonprofit organization in Brazil whose mission is to honor the child. Under Ana's leadership, the Alana Institute has enriched the lives of Brazilian children through programs that address child poverty, malnutrition, and education.

We first met Ana when she attended our 2006 Consuming Kids Summit. Inspired by that event, Ana created Alana's Criança e Consumo (Children and Consumerism) program, which has notched one impressive victory after another. In 2014, thanks to the Institute's incredible advocacy, the Brazilian Ministry of Human Rights issued a resolution effectively banning all advertising to children under 12. The landmark resolution defines all advertising aimed at children as "abusive" and therefore illegal under Brazil's consumer protection laws.

Ana brings a deep understanding of CCFC's mission and how to effectively campaign for policy changes that protect children. We are inspired by her work in Brazil and honored to have her as a member of our Board.



**BOARD
MEMBER
SPOT-
LIGHT**

NFL Curbs Fantasy Football Marketing to Kids



Last year, a report by CCFC broke the story of how the National Football League (NFL) extensively promotes fantasy football to children. On its kids' website, the League hosted NFL RUSH Fantasy, a fantasy football game for 6- to 12-year-olds that offered cash prizes to the top players. The league even promoted the game in elementary schools with a curriculum that taught children how to play fantasy sports under the guise of learning math. In February, we sent a letter to the NFL sharing research that shows fantasy sports participation is correlated with gambling-related problems. Our campaign garnered broad media coverage, including ESPN, CBS, NBC, and the Associated Press.



An NFL poster once used in elementary school classrooms. Thanks to our efforts, the NFL will no longer promote fantasy football in schools.

NFL attorneys came to Boston to meet with CCFC and the National Council on Problem Gambling to hear our concerns. As a result of that meeting and our efforts, the NFL informed us that it will make significant changes to the game: Cash prizes will be eliminated, and weekly and grand prizes will not be awarded based on game results. Instead, all participants will be eligible for random drawings to determine prize winners. The curriculum has been discontinued, and the League has promised it will not promote fantasy sports in schools in the future.

We're pleased that the NFL will no longer give young children a financial stake in the outcome of its games. And it's great news for parents that the League will no longer use teachers and schools to promote fantasy sports to children.

"Congratulations, CCFC, for making such a difference in children's lives. Slowing or stopping the invasion by corporate advertising gives our children more room to breathe and live creatively."

- Marie Edgar, Boulder, CO

Keeping an Eye on YouTube Kids

This year, we continued our push for regulations that protect children from unfair marketing – regardless of whether they’re watching TV or using a tablet. Existing law requires clear separation between programming and commercial content on children’s television, but on apps and websites for kids, those boundaries often don’t exist.



In November, we filed two Federal Trade Commission complaints against Google’s wildly popular YouTube Kids app. The first documented the app’s large number of influencer videos, where content creators (often children) are compensated for making videos about toys and other products. These videos are particularly unfair to child viewers, who don’t understand that the reason the host is enthusiastically opening a toy is because they’ve been paid by the toy company.

The second complaint detailed how, despite Google’s assurances to parents that there were no food or beverage ads on YouTube Kids, the app was actually awash with junk food marketing. We also urged the FTC to investigate companies like Nestlé and Coca-Cola, whose branded content on YouTube Kids violates their pledges to restrict the marketing of junk food to children.

In addition to these FTC complaints, we’ve met with key congressional staffers to advocate for new and stronger rules to protect children in today’s digital environment. As technology makes child-targeted marketing more sophisticated, our work to protect kids is more important than ever.



“Food companies and Google have teamed up for an end run around America’s parents. Google claims it allows no food advertising on the app, and food companies promise the FTC they won’t advertise products like Snickers and Oreos to children. It’s hard to believe this is all happening in broad daylight.”

– Dale Kunkel, Professor of Communication at University of Arizona

Funding the Future

In 2014, we launched an ambitious two-year capital campaign in honor of CCFC's founder: The Susan Linn Fund for a Commercial-Free Childhood. Our goal was to raise significant funds to help us realize Susan's vision of childhood, where the well-being of children trumps the bottom line. The success of this campaign provides a lasting legacy to help CCFC continue Susan's important work for years to come.

With tremendous appreciation, CCFC thanks the donors who made gifts to the Susan Linn Fund over the past two years.

The
Susan Linn
Fund *for a*
Commercial-free
Childhood

Leadership Giving

We are grateful to the Alana USA Foundation for galvanizing the campaign with an incredibly generous pledge of \$500,000.

\$100,000	\$50,000	\$10,000	\$5,000	\$2,500
Doreen Downs Miller	Ranae DeSantis Jacaranda Fund The Christy & John Mack Foundation	Kevin Lee Hepner Craig Martone Jim Metrock Michael Rankowitz & Sheila Heffron	The Harry Fisch Research Fund Laurie & Nigel Key Isabel Santo Tomas Erin & Nick Silvers	Anonymous (2) Nathan Dungan & Susan Hawks Stephanie & John Whittier

Friends

\$1,000 - \$2,499

Angela Campbell
Anonymous
Dawn Daniel, MD & Herbert Madan
Phyllis Menken & Toby Yarmolinsky
Molly Nye
Jean Rystrom
Kimberly Simmons
Van Dyke Family

\$500-999

Janette Emlen
Susan Goldberger & Robert Keough
Nancy Marsden
John C. Medcalf
Marjorie Siegel
Jenava Tait in honor of Mr. Adrian Pulfer

\$250-499

Anonymous
Howard Baker
Myron & Sandy Belfer
Dr. Rebecca Kurth
Robert Kuttner
Diane Levin & Gary Goldstein
Dipesh Navsaria
Maria Nicolo
Mitchell Rosenberg & Amy Schectman
Angelica L. Velazquez
Benjamin Wagner
in honor of Fred Rogers

Anne Wilson
P.E.A.C.E.

\$100-249

Anonymous (5)
Kathryn Aschliman
Linda Barnes
Darragh Callahan
Julia Chen
Alison Corning Clarke
Kathleen & Dan Clarke-Pearson
Ellen Craine-Rostker
Doug & Jamie Fairchild
Jane Feinberg-Kaplan
Marjorie Fields
Steve & Alice Golin
Sophia Gomez
Liz Goodenough
Diane Gordon
Alexandra Gruskos
Dr. & Mrs. Carden Johnston
in honor of Jim Metrock
Tim Kasser
Sheila Katerndahl
Joe Kelly & Nancy Gruver
J. Kilbourne
Dr. Jeanne Klein
Douglas Kline & Nancy Carlsson-Paige
Allelu Kurten
Lexi Ladd
Toni Liebman
Kathy & Chip Masarie
Bill McFarlane & Connie Bloomfield
in memory of Sharland Trotter
Geraldyn B. McLaughlin

Erin McNeill
Montie Mills Meehan
Nell Minow & David Apatoff
Brigid Murphy
Lynda Paull, PhD
in memory of Ann Bates Linn
Alvin F. Poussaint, MD
Janelle Roberts
Howard & Rheta Rubenstein
June Rutkowski
Barbara Schecter
Katrina Selawsky
Celia Shapiro & Ed Mroz
Anne Selman
Anne Simms & Benjamin Vitale
in memory of Anna Vitale
Craig Simpson
Karl Sniderman
Michael Steiner
Sherry Steiner
John Surr
Barbara Sweeny
Drs. Michelle & Brad Torok
Rhoda Trietsch
Martha Vibbert
Garland Waller
Matthew Weinstein
Margot & David Wizansky
in honor of Elio DeNiro
Wizansky & Rosa Lillian Paul

Up to \$100

Martin Abel
Julia Althoff

Anonymous (4)
Janice & Stephen Babcock
Sharon Bauer
Noor Borbieva
Katharine Brown
Beverly Bruce in honor of Susan Linn & Diane Levin
Blakely & Harvey Bundy
Marie Cheney
Lisa Danetz
Pat Dorman
Mark Frederick
Lydia Garvey
Nadine Gerdts
Christine Gerzon
Kyra & Max Greenberg
Lynne Hall
Kendra Hodgson
Robert Horwitz
Sonja Johansson & Robert H. Webb
Brandy King & Stephen Palumbo
Andrea Larson
Arthur Levin
David Marshak
Sharon Maxwell
Margaret Merrell
Roxanna Myhrum
Drs. Linda Zoe Podbros & James M. Waters
Kerry Prasad
Estelle Regolsky
Jean Rogers
Susan Rogers
Jill Smith
Eve Sullivan
Sharon & Gene Wintner



Why I Support CCFC

by Holly Gore Groh, MD

In 2005, our family lost our home, city, and support network to Hurricane Katrina. My husband and I had been raising our four children (then ages 11 weeks to 7 years old) basically screen-free, and finding a safe haven away from screens was nearly impossible in our weeks as refugees. Firsthand, we observed how manipulative the media could be, and the negative effects it had on our children and us.

In the months following our forced move, I noticed that I didn't see children playing outside in our new city. As I researched whether others shared my concerns about the effects of media and marketing on children's play, I found, to my absolute delight, CCFC. Not only do they provide support and resources for families like mine, but they fearlessly take on the industries robbing our children of the ability to just be kids. We became immediate supporters.

I am a big fan of everything CCFC does. Of course, I love Screen-Free Week, which we have shared with our schools. But my favorite thing about CCFC is their David and Goliath campaigns against mega-corporations like Disney, Mattel, and McDonald's. And like David, they've had some pretty impressive victories.

As a physician and mother, I wholly believe that we need to protect childhood. To have your imagination intact, to really be a creative thinker, is a great gift for a child. As I go through my day, I see so much of our society (young and old) on screens — which is exactly where the marketers want them. I find great comfort and hope in knowing that CCFC exists to change all that, and am sincerely grateful for all that they do.

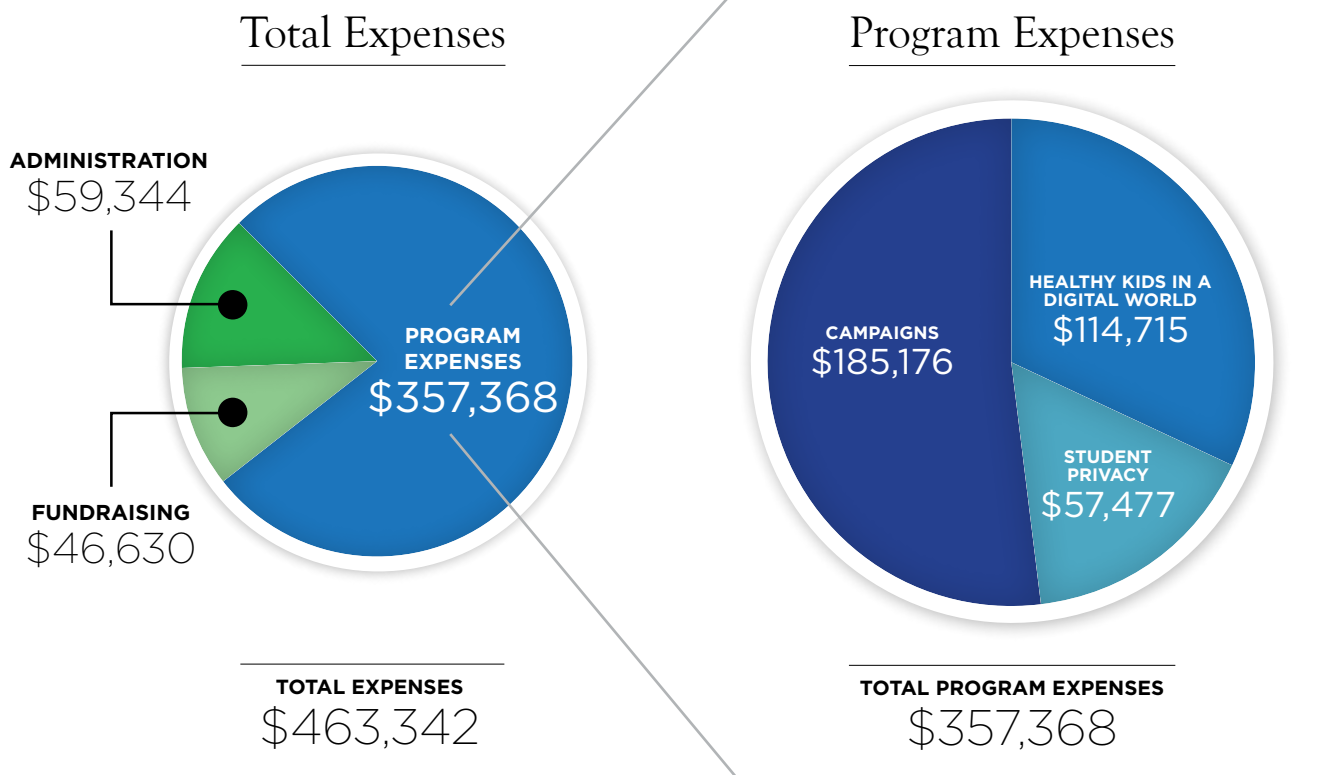
CCFC Financials

July 1, 2015 - June 30, 2016

INCOME

	ANNUAL FUND	SUSAN LINN FUND
Grants	\$ 50,000	—
Individual Donations	\$ 277,596	\$ 274,073
Total FY16 Income	\$ 327,596	\$ 274,073
Expenses	\$ 328,342	\$ 135,000
Net Increase/(Decrease)	\$ (746)	\$ 139,073
Beginning Reserves	\$ 295,876	\$ 236,626
Net Assets FY16	\$ 295,130	\$ 375,699

EXPENSES



Our Supporters

We are incredibly 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, 2015 - June 30, 2016). For a list of donors to the Susan Linn Fund, see page 13.

Leadership Circle

\$50,000+

Doreen Downs Miller
The Rose Foundation
for Communities
and the
Environment

\$25,000 - \$49,999

Matt Damon
Ranae DeSantis
Church Communities
Foundation

\$10,000 - \$24,999

Anonymous
Elaine Golin
Jacaranda Fund
M/H Metrock Charitable
Foundation
Milner Family Foundation

\$2,000 - \$9,999

Nathan Dungan &
Susan Hawks
Jared & Alice Jacobs
Dan Watson
Donna & Douglas Wheeler
Monica & Jerry Wood
The Forrest & Frances
Lattner Foundation

\$1,000 - \$1,999

Anonymous (2)
Scott Sherwood Benson &
Ky-Van Lee
Joel & Aparna Brown
Julia Chen

Kevin Lee Hepner
Susan Hopkins
Lauren & David Kopans
Nancy Marsden
Jean Rystrom

Margaret Schmidt
The Van Dyke Family
The Eliot and Anne Weathers
Charitable Trust
Frederick Zimmerman

Friends

\$500 - \$999

Emily Anesta
Anonymous
Rebecca Arnold
Andres Batista
Ann Braude & Andy Adler
Angela Campbell
Charles Fox
Dr. Holly & Kirk Groh
in honor of Janis Gore
Mona Harley
Jonathan & Jennie Hinman
Caroline & Greg Horner
Myla Kabat-Zinn
Velma LaPoint
John A. Lippitt
Thomas Lopez
Michele Simon
Andrew Strom
Lucy B. Stroock
Brian & Carey Wentzel
Maud Winchester

\$250 - \$499

Anonymous (3)
Howard Baker in honor of
Ed Klugman & Diane Levin
William R. Beardslee, MD
Alex Benn

Mark Bertin MD
Daniel L. Boxwell
Joseph Byrne
Jeanne Cosby
Richard & Carol Daynard
Shannon Dodge
Janette Emlen
Jeff Garb
Kristin Hall
Anne Harvey Kilburn &
Don Kilburn
Jacob Hosler
Rosie & Sajed Kamal
Allen D. Kanner
Tim Kasser
Grace Kim
Kathy Kleckner
Bob Knowles
Diane Levin & Gary Goldstein
Sharon A. Lux
Samantha C. Morse
Dipesh Navsaria
Molly Rauch
Mira Schwirtz in honor of
Meredith Schwirtz
Steve Seaborg
Lise & Miles Striar
in memory of Judy Salzman
Cathleen & Mitchell Theys

Angelica L. Velazquez
Melissa Williams & Wilbur Lam

\$100 - \$249

Ellen & Moshe Adler
Kris Alman
Anonymous (4)
Kathryn Aschliman
Linda Barnes
Robin Bectel
Idie Benjamin
Rahul Bhargava
Naomi H. Black
Kathryn Bowman
Patricia Cantor
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CCFC's mission is to support 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

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