Dear Friend,

**What a year it’s been!** From our headline-generating campaign against Facebook’s plans for Instagram Youth, to securing a groundbreaking investigation of Big Tech at the Federal Trade Commission, to an entirely new name (goodbye, CCFC!), the past twelve months have been transformative for our work to protect kids.

We’re so proud of the work we’ve accomplished over this past year. And as you’ll read in these pages, we couldn’t have done it without you. (We mean that quite literally: Check out page 4 to hear the story of supporter Nora Shine, whose advocacy against the math game Prodigy led to our investigation of the app and major changes in her school district!)

As we look back on the past year, we’re also incredibly excited to share some big news with you: the launch of our Designed with Kids in Mind campaign.

Designed with Kids in Mind is a wide-ranging, multi-year effort to both secure the online protections that kids need for safe, developmentally-appropriate experiences in the digital world, and to help children get the offline time they need to thrive. Thanks to a generous $1 million grant from the Oak Foundation, Fairplay is leading the effort to ensure that the design of any websites and apps that are likely to be accessed by children puts kids’ wellbeing — not corporations’ thirst for profit — front and center.

What does that look like in practice? **No more manipulative design that exploits kids’ FOMO and keeps them checking their devices.** No more tricks to get children to divulge their sensitive personal information. No more features that put young people at risk of cyberbullying and predation. No more harmful surveillance advertising that leverages children’s interests and online habits to sell them things.

For the past twenty years, we’ve stood up to some of the world’s most powerful companies on behalf of children and families. Now we’re excited to stand with you and demand more systemic solutions.

Our children deserve Fairplay. And working together, we’ll make sure that they get it. You’ll be hearing a lot more about Designed with Kids in Mind in the coming months, as well as how you can get involved, too! In the meantime, we invite you to celebrate the successes of the past year with us.

Thanks for all you do,

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Angela Campbell, JD
Board Chair, Fairplay

Josh Golin
Executive Director, Fairplay
In the more than 20 years that we have been advocating for kids, childhood has undergone a huge transformation. Smartphones, tablets, and an overwhelming array of apps and games have been designed to hook kids, monopolize their attention, and mine their private information for profit, all while ignoring what kids actually need to thrive!

While our advocacy has evolved to match the digital techniques of corporate marketers, our name hadn’t. That’s why in June 2021, Campaign for a Commercial-Free Childhood officially became Fairplay!

Our new name captures what our organization has been fighting for since day one: a world where kids’ needs and vulnerabilities are respected, not exploited by giant corporations for profit. Whether we’re stopping the false marketing of baby media as educational or taking on Big Tech for illegally collecting children’s sensitive data, Fairplay is here to stand up for kids.

This organization has grown so much since our humble beginnings in 2000. Thanks to our supporters, we’re no longer a small group of parents, advocates, and educators working to create a better childhood in our spare time. Now, we’re the leading watchdog of the children’s media, marketing, and tech industries. We’re demanding an end to the unfair Big Tech tactics that manipulate children into spending far too much time online. We’re testifying on Capitol Hill about the online protections children need. We’re working with an increasing number of allies in Congress to craft legislation that will curb Big Tech’s harmful business model.

We’re Fairplay.
Our growing influence in Washington

Increasingly, legislators and regulators are relying on Fairplay’s expertise. Here’s just some of what we accomplished in D.C. this year:

• After a year-long campaign led by Fairplay and our friends at the Center for Digital Democracy, the Federal Trade Commission (FTC) announced a groundbreaking FTC investigation of leading digital media companies and how they collect and use data from children and teens. The investigation will reveal the details of Big Tech’s secretive data collection practices and lay the groundwork for future regulation.

• Fairplay Board Chair Angela Campbell, JD, testified before Congress on the need for new regulations to protect kids when they use the internet. In her testimony, Angela explained how current laws and regulations haven’t kept up with the rise of new technologies, leaving children vulnerable to manipulative marketers and a whole host of online risks.

• Board member Criscillia Benford, PhD shared her expertise to a panel during the FTC’s workshop on “dark patterns,” the manipulative design baked into websites and apps across the internet.

• We worked with several congressional offices to draft legislation that will expand online privacy protections for children and teens, ban manipulative design features like autoplay, prohibit data-driven ads to children and teens, and strengthen federal student privacy law.

• Fairplay asked the FTC to investigate Google for recommending apps that violate the Children’s Online Privacy Protection Act.

• We called on the FTC to use its authority to create strong safeguards for kids online to ensure that manipulative design doesn’t undermine children’s well-being and privacy.

In the coming year, we’ll have more to report on our progress in Washington. Stay tuned!
A losing equation for kids

Since the beginning of the pandemic, almost every school in the US had online learning as part of its curricula. Unfortunately some of these platforms have taken advantage of families, exploiting parents’ desire to provide the best possible education for their children despite the challenges of remote learning. Prodigy, a math game used by millions of students, parents, and teachers across the globe, is one of those platforms.

Prodigy, a math game for 1st through 8th graders, is designed to be played during the school day and at home. In the game, children create customized wizard characters to earn stars and prizes for winning math “battles,” finding treasure, and completing a variety of non-math challenges throughout the game.

But the really coveted prizes are reserved for those who have a pricey premium membership. Kids without memberships are relentlessly teased with the cool stuff they could have if their parents paid. And not only is Prodigy’s claim that it is “free forever” simply not true, but the game creates new inequities in schools. Even when playing in school, children can see who has a membership and the best virtual prizes.

So, last February, Fairplay got to work filing a Federal Trade Commission complaint against Prodigy for its use of manipulative upselling tactics targeted at children. While Fairplay has filed complaints against entertainment apps for using manipulative design to push in-game purchases before, this was the first time we — or anyone! — had called out an educational app for using unfair monetization practices.

Twenty-one advocacy organizations signed onto our complaint and Senator Ed Markey and Representative Kathy Castor sent a letter of support to the FTC. We also met with attorneys general from across the nation to discuss our action, and we created a resource for parents and educators, outlining seven reasons to say NO to Prodigy. The FTC is currently investigating our complaint and schools from as near as Woburn, Massachusetts and as far as Victoria, Australia blocked Prodigy from their list of approved programs!
“Something’s up when kids are putting a math game on their Christmas wish list.”

Nora Shine was suspicious. Week after week, her third-grader, Sabina, had been begging Nora to buy a membership for Prodigy, the math game she used in her Boxboro, MA classroom. Why did her daughter want to do math at home so badly? **When Sabina put Prodigy on her Christmas list, Nora knew it was time to investigate.**

She asked Sabina why she wanted a membership, and Nora was shocked by what she learned. Sabina explained that she needed a membership, and showed her mom all the perks that come with one: premium users can go more places, get extra points in battles, extra prizes, and fancier pets. After many more conversations and sessions of playing the game together, Sabina began to recognize the manipulative tricks the game was using on kids like her. “It’s unfair,” Sabina said.

**Inspired by Fairplay’s track record of successful campaigns,** Nora decided it was time to get Prodigy out of Sabina’s school, and asked us for help. “Fairplay offers the kind of credential and credibility behind my concern that, even though I’m a child psychologist, as an individual parent I didn’t have on my own,” Nora told us. With our backing, including an opportunity for Nora and Sabina to share their experience on our blog, and the news of our FTC complaint, Nora was able to successfully get Prodigy out of Sabina’s classroom. She even took it one step further and helped their school district create a policy that blocks manipulative marketing from being part of the school’s curriculum in any way!

“I don’t know how I could be successful without the backup from the importance that Fairplay gives to these issues,” Nora told us. **“Fairplay feels like a community of support from like-minded people and it also gives me information that I can use to advocate. That’s huge.”**
Our Children’s Screen Time Action Network members and work groups have been busy filling our resource library with tools for families and professionals. Take a look at some of what we created below!

**Healthy Screen Habits for Babies**

In partnership with the American Speech-Hearing-Language Association (ASHA), our Early Childhood Work Group created Be Tech Wise with Baby, a resource designed specifically for new and expecting parents. The resource aims to help families cultivate healthy screen time habits from the day the baby is born.

**Hands-on Learning Resource**

As the EdTech industry booms and remote learning continues to impact children across the globe, we created our Teach over Tech blog, a product of our Screens in Schools Work Group. This is a space for educators, families, students, and other voices to shine in support of student-centered, hands-on learning!

"After the tragic suicide of my 16-year-old son Carson from anonymous cyberbullying over Snapchat and related apps one year ago, I found myself completely lost and alone. I am so fortunate that I was connected with Children’s Screen Time Action Network, an amazing organization that has been instrumental in providing me with a network of supportive professionals with extensive advocacy expertise."
My need to connect with other like-minded parents whose children have suffered similar harm from social media was quickly met with the formation of the Cyberbullying and Online Safety Work Group that is dedicated to advocacy and education to provide a safer online experience for our children.

Kristin Bride
Advocate and member of the Cyberbullying and Online Safety Work Group
At Fairplay, we believe less tech and more hands-on, active play is most beneficial for young children. But, we also know that no tech, ever, is not a realistic solution for most families. And with so many conflicting messages and pressure to make the right choices, selecting appropriate media for preschoolers can be overwhelming!

So, this year, we created a comprehensive guide to help preschoolers’ families pare down the seemingly infinite options for apps, online videos, and internet-connected toys and smart speakers. Our Safe, Secure, & Smart series walks families through:

- how technology companies claim children learn from them;
- how these technologies actually impact preschoolers’ development;
- features to avoid;
- and how to set limits if you do decide to use a certain app, video platform, toy, or device.

Safe, Secure, & Smart meets families where they are by giving them the foundational knowledge of child development they need to think critically about choosing tech for their young children.

If you haven’t had a chance to check out our guides, companion checklists, or our Safe, Secure, & Smart webinar featuring experts Jenny Radesky, MD, and Roberta Golinkoff, PhD, you can do so by visiting fairplayforkids.org/safe-secure-smart.

This project was made possible by a generous grant from the Rose Foundation for Families & the Environment.
Screen-Free Week 2021

After a pandemic-induced hiatus in 2020, Screen-Free Week was back this year! We invited people to celebrate however they could while keeping safe and healthy, whether that was committing to the whole week, a whole day, or just phone-free evenings. Thousands of families, whole schools, and even whole counties celebrated all over the globe!

The towns surrounding Pulaski, New York put on a regional celebration encouraging people to get outside. Families did art projects, read books, and went on adventures. A school in Medford, New Jersey put on an essay and poster contest. And in collaboration with Children’s Book Week, we hosted a giveaway of some of our favorite Screen-Free Week books, in which over 25 lucky families won some awesome summer reads. Parent Jeffrey Mattison told us, “By the end of the week, I was forgetting my phone at home and the kids were fighting less because there were no TV show choices or time to disagree on!”
## Making Headlines

Fairplay has become a trusted voice in respected news outlets across the world with reporters seeking conversations with our staff to frame and support journalism about kids, media, and commercialism. Even in this last year, when the news was dominated by election and pandemic updates, Fairplay received more than 150 press mentions. Here are just a few highlights!

<table>
<thead>
<tr>
<th>Source</th>
<th>Title</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Bloomberg Law</td>
<td>TikTok Draws FTC, DOJ Scrutiny Over Privacy, Group Says</td>
<td>7/17/20</td>
</tr>
<tr>
<td>THE HILL</td>
<td>Kids face greater online risks with COVID-19; will Congress act?</td>
<td>7/15/20</td>
</tr>
<tr>
<td>The New York Times</td>
<td>A Third of TikTok’s U.S. Users May Be 14 or Under, Raising Safety Questions</td>
<td>8/14/20</td>
</tr>
<tr>
<td>The Washington Post</td>
<td>Kids used to love screen time. Then schools made Zoom mandatory all day long</td>
<td>9/4/20</td>
</tr>
<tr>
<td>AXIOS</td>
<td>What we overlooked in the switch to remote learning</td>
<td>9/20/20</td>
</tr>
<tr>
<td>salon</td>
<td>33 groups urge Biden to hold Big Tech accountable and keep industry allies out of his administration</td>
<td>12/1/20</td>
</tr>
<tr>
<td>NBC News</td>
<td>TikTok introduces new protections for teen users</td>
<td>1/13/21</td>
</tr>
<tr>
<td>The Atlantic</td>
<td>Child protection nonprofit alleges ‘manipulative’ upselling with math game Prodigy</td>
<td>2/19/21</td>
</tr>
<tr>
<td>The New York Times</td>
<td>Google’s ‘Teacher approved’ apps mislead on kids’ privacy, activists tell FTC</td>
<td>3/31/21</td>
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<tr>
<td>The Dark Side of Box Tops for Education</td>
<td>Mark Zuckerberg is urged to scrap plans for an Instagram for children</td>
<td>4/7/21</td>
</tr>
<tr>
<td>Bbc</td>
<td>Facebook urged to scrap Instagram for children plans</td>
<td>4/15/21</td>
</tr>
<tr>
<td>USA TODAY</td>
<td>Nix Facebook’s plan to create Instagram for kids, state attorneys general urge CEO Mark Zuckerberg</td>
<td>5/10/21</td>
</tr>
<tr>
<td>The New York Times</td>
<td>Dozens of state prosecutors tell Facebook to stop its plans for a children’s version of Instagram</td>
<td>5/10/21</td>
</tr>
<tr>
<td>Vox</td>
<td>YouTube’s kids app has a rabbit hole problem</td>
<td>5/12/21</td>
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<tr>
<td>USA TODAY</td>
<td>Instagram for kids? Facebook urged to scrap plans as more than 180,000 sign petitions against it</td>
<td>5/25/21</td>
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<tr>
<td>THE HILL</td>
<td>‘Fairplay’ to launch campaign for children’s online protection</td>
<td>6/23/21</td>
</tr>
</tbody>
</table>
Thank you to our volunteers!

We here at Fairplay would be remiss if we didn't thank our volunteers for their tireless work this year! We are so grateful to the leaders of our all-volunteer work groups at our Children’s Screen Time Action Network: Sveta Pais, Mindy Holohan, Rhonda Moskowitz, Teodora Pavkovic, Seth Evans, Nadja Streiter, Joann Bogard, Lisa Honold, and Andrea Davis.

Jen Rand and Alhasan Almashyakhi have provided invaluable tech guidance to the Action Network, and research volunteer Lucy Kidwell has been a great help in our campaigns. Matthew Simpson helped immensely in creating the research foundation for our Safe, Secure, & Smart series.

Thank you to Aliza Kopans and Celine Bernhardt-Lanier for their continued work as youth advisors and the genius behind our Dear Parents resource, as well as Lisa Cline, who helped us get our Teach over Tech blog off the ground. We couldn’t have done this without you!
Last March, Buzzfeed News broke some incredibly troubling news: Facebook was building a version of Instagram specifically for children under 13.

**Plans for an Instagram Youth couldn’t have come at a worse time.** A year into the pandemic, children were desperate for IRL time with friends, space to play and imagine, and face-to-face learning. On top of that, an image-obsessed app that pushes children to obsessively check their devices is the last thing kids need!

Our plates were already overflowing, but we knew if we didn’t organize a response to stand up to Facebook, no one else would. So we drafted a statement citing the most up-to-date research on the harmful effects of social media overuse and excessive screen time on children and teens. We created a powerful international coalition opposing Instagram for kids by mobilizing hundreds of our expert partners and fellow advocates to join us. Just days after the Buzzfeed story was published, we were putting immense pressure on Facebook to scrap its plans as prominent outlets like *The New York Times* covered our concerns.

**We didn’t stop there.** Just three weeks after our statement made headlines, we secured the support of 44 state attorneys general and four prominent members of Congress in our campaign against Instagram for kids, and hundreds of thousands of concerned citizens signed petitions asking Facebook to scrap the ill-conceived app!

**Today, thanks to Fairplay, the pressure keeps mounting.** As a result of our ongoing campaign, Facebook announced in September that it would be “pausing” its work on Instagram Youth. We applaud Facebook for listening to the many parents, experts, and advocates who have loudly and consistently told the company this app is a terrible idea. But, Fairplay won’t stop until Facebook makes the pause permanent. The safest Instagram for kids is no Instagram at all!
We asked some of the folks who signed our petition against Instagram for kids about why they oppose the planned app. Here’s what they had to say!

I’m against the development of Instagram for kids because, as a user of Instagram myself, I am aware of the intentionally addictive design of the platform. As a mom of three, I’m conscious to set limits on how much time I spend using social media. I am already concerned about the rollout of Facebook Messenger Kids at this vulnerable time for our youth. I feel that getting used to using these platforms paves the way for earlier dependence on social media. In light of the pandemic’s widespread impact on the lives of children and families, I am discouraged by the predatory approach that Facebook is taking by proceeding with this project.

-A Anne

I am strongly against Instagram and a lot of social media and tech for kids. Here’s why:

- It encourages screen time. All of these apps force kids to be in front of a screen and not in real life or nature.
- It creates a divide. They see what their friends have and they don’t and that only divides us further apart because we feel like we are not alike.
- Let kids be kids and not manipulated by data.
- Privacy. I don’t want the big companies mining and making profit off my kids, not now, not ever.

- Concerned Parent

Social media is a phenomena that can lead to bad socio-emotional consequences if not approached carefully. Since many adults demonstrably lack tools to control it properly (as proven by observing behavior on Twitter, Facebook and Reddit) it is not reasonable to expect that a child would be somehow able to manage it.

That is why I think Instagram but also Facebook, TikTok, and other digital socialization tools are not okay for children.

- Vladimir
# Fairplay Financials as of July 1, 2021

## INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants*</td>
<td>$352,000</td>
</tr>
<tr>
<td>Individual Donations</td>
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<tr>
<td>Honoraria and Book Sales</td>
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<tr>
<td>Paycheck Protection Program</td>
<td>$267</td>
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<tr>
<td>Other Revenue</td>
<td>$120</td>
</tr>
<tr>
<td><strong>Total FY20 Income</strong></td>
<td><strong>$827,614</strong></td>
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</tbody>
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## EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Total FY20 Income</strong></td>
<td><strong>$737,390</strong></td>
</tr>
<tr>
<td>Net Increase/(Decrease)</td>
<td>$90,224</td>
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<tr>
<td>Beginning Reserves</td>
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</tr>
<tr>
<td><strong>Net Assets FY20</strong></td>
<td><strong>$504,592</strong></td>
</tr>
</tbody>
</table>

*Includes $292,000 from Oak Foundation awarded June 2021 for the period beginning July 1.

### TOTAL EXPENSES: $737,390

- **administration**: $53,400 (7%)
- **fundraising**: $131,920 (18%)
- **program expenses**: $552,270 (75%)

### PROGRAM EXPENSES: $552,270

- **campaigns**: $239,853 (43%)
- **education & outreach**: $132,554 (24%)
- **children’s screen time action network**: $179,863 (33%)

Fairplay is fiscally sponsored by TSNE Mission Works. All of Fairplay’s financial information can be accessed through TSNE’s form 990.
Our Supporters

We are incredibly grateful for Fairplay supporters who are actively building a world where all kids get the commercial-free time and space they deserve. Below are our donors for FY21 (July 2020 – June 2021), without whom our work would not be possible.

### Leadership Circle

**$250,000+**

- Oak Foundation

**$50,000+**

- The Christy & John Mack Foundation
- Jacaranda Fund
- Ranae DeSantis

### $25,000 - $49,999

- Alana USA Foundation
- Church Communities Foundation
- Matt Damon

### $10,000 - $24,999

- Anonymous
- Nathan Dungan & Susan Hawks
- Elaine Golin
- The Milner Family Foundation
- Doug Pak
- Patricia Sauer
- Nicholas Silvers

### $5,000 - $9,999

- Aparna & Joel Brown
- Angela Campbell
- Scott Nash
- Melinda & Philip Nemec
- Maria Nico & David Earling
- The Spack/Silva Fund
- Rob Speyer

### Champions

**$2,500 - $4,999**

- M/H Metrock Charitable Foundation
- Nicolas Rohatyn
- Margaret M. Schmidt & Kenneth J. Danila Fund at the Boston Foundation
- The Shane & Vani Keil Fund
- The Watson Stone Family Foundation

**$1,000 - $2,499**

- Anonymous (2)
- Waldo Abbot
- Myron Belfer, MD
- The Scott & Ky-Van Benson Charitable Fund
- The Koch Ellis Fund
- Kristin Bride in memory of Carson Bride
- Dr. Barbara Brock
- Cheryl Cahill
- Julia Chen
- Emily Cherkin
- Craine Family Charitable Fund
- Doreen G. Downs
- Diane Finnerty
- Alisha Gale
- Laura Graves
- Kevin Hepner
- Susan Davis Hopkins
- The Rosenstiel Foundation
- Lauren & Dave Kopans
- Velma LaPoint
- Jon LaPook & Kate Lear in honor of Christy & John Mack

### Friends

**$500 - $999**

- Anonymous (2)
- Julia Backoff
- Andres Batista
- Criscillia Benford & Bill Softky
- Michele Blumberg
- Fawn & Joe Boyd Vigil in memory of Margot Boyd
- Dr. Dawn Daniel
- Anne Ellsworth
- Seth Evans
- Charles Fox
- Leatrice Gochberg
- Alice & Steve Golin
- Ed & Jane Grant
- Benjamin Harrison
- The Kalayoglu Fund
- Caroline Horner
- Alice Kocis
- Cream Hill Foundation
- Kathleen Lauster
- John Lippett
- Jeremy Longfellow
- Tom Lopez

- Dr. Emily Luebke
- Melanie Manko
- Ginny Margolies
- Sara Michelson
- Victoria Mills
- Steve Seaborg
- Jenny Spindler in honor of Tim Kasser
- Andrew Strom & Pico Kassell
- Joann Terranova
- Janet Weathers & Ronald Cobb Family Fund at Schwab Charitable
$100 - $249
Anonymous (4)
Kris Alman
Ryan Anthony
Stanley Bak
Sanjeeva Balasubramaniam
Sarah Baldwin
David Banerjee
Linda Barnes
in memory of Clifford Craine
Ritu Bhatnagar
in honor of Belle Joseph
Susan Bogar
Bambi Brewer
David Brody
Lawrence Brown
Blakeley & Harvey Bundy
Geralyn Bywater McLaughlin
Meg Carsky-Wilson
Hilarie Cash
Marie Cheney
Richard Cohen
Tori Corso
Kristin Cotts
Mike Couzens
Evelia Cruz
The Dante Moreira Gilbert Fund
Lynn Darin
Lynn Davey
Janice Deason
Sharon DeLeon
Shara Drew
Serge Egelman
Ingrid Espinosa
Irma Evans
Jean Fahey, PhD
Sharon Febo
Josie Etcheart Feldman
Cindy Ferrari
Sean Foley
Richard Freed, PhD
Ingrid Galindo
Andrea Gambardella
Jennifer Gamble
Mark & Ginny Garin
Dylan Garrett
Peter & Alexandra Gerend
Mary K. Giesecke
Roberta Golinkoff
Laurel Goodell
Gayle Greene
The Grittons
Alexandra Gruskos
Leonie Haimson
Elizabeth Handsley
Harley Heath, MD
Sean Hecht & Rebecca Weiker
Agnesann Herman
C.J. Hirschfield
Sarah Hitchcock-Glover
Tyler Holcomb
Jacob Hosler
John Wiley
Rosie & Sajed Kamal
Lucas Kasser
Kathy Keller Jones
Joe Kelly
Veronica Kelly
Carol Kenner
Elizabeth Kent-Hickman
Jessica Kiesler
Jean Kilbourne, EdD
Kate McGoldrick
Nancy Carlsson-Paige & Douglas Kline
Katharina Kopp
Tim Largy
Margie Lawson
Jennifer LeBlanc
Michelle Leder
Gary R. Goldstein & Diane E. Levin
Toni Liebman
Kecia Lifton
Ray & Theresa Liu
Lisa & Josh Lubarr
Sarah Lynne McMahon
Rebecca Masterson
Allyssa McCabe
Susan McNamara
Patrick McRee
in honor of my daughter
Montie Meehan
Kimberly Meyers-Wirtz
Philip Moore
Steve Morton
Barbara Nicholson
Lillis Palmer
Jen Paluch
Allyson Penner
Matt Pfluger
in honor of Newt Rockham
Joan Phelan
Laura Posusta Sharp
Alvin F. Poussaint, MD
Lisa Price
Jenny & Nick Radesky
Shannon Rapo
Shay Roalson
Susan Rogers
Rheta & Howard Rubenstein, PhD
Sakowitz Family
Jack Sawyer
Anne Sebanc
Gerry Shapiro
Kreg & Angela Sherbine Fund
Sarah Sherblom
Dan Silver
Andy Singer
Carol Snyder
Jonathan Spack
Beth Steeves
Beth Stevens
Barbara Sweeney
in honor of Dr. Susan Linn
Louis & Lonna Thiem
Kentaro Toyama
Amy & Daniel Warren
Donald Waterbury
Muffie & Scott Waterman
Mr. Robert Webster
Lucy Weinstein
in honor of Julianna Cohen
Mark Welter
Kevin Whelan
Sｈelｉ Wortis
Roland Young
Michael & Donna Zamonski

Up to $100

Paul T. Abrinko, MD
Abby Abrisham
Ellen Adler
 Giridhar Alamuri
Irene Allred
Lela Arthur
Erik Assadourian
Elle Ballinger
Sarah Batcheler
Ellen Bates-Brackett
in honor of Susan Linn
Connie Biewald
Eileen Blau
Robin Brooks
Brett Buzzanga
Sarene Caiazz
in memory of Akilah
Frank Cardillo Sr
in memory of Susan Linn
Connie Biewald
Eileen Blau
Robin Brooks
Brett Buzzanga
Sarene Caiazz
in memory of Akilah
Frank Cardillo Sr
in memory of Susan Linn
Claudia Chamberland
Marguerite Chandler
Monica Chen
Maria Cosgrove
Karen Crnkovich
Lara Daetz
Susan Danewitz
Christopher Davis
Kathy DeMaggio
Rob & Leigh Davis
Anne Deysher
Julie Dobrow
Eric Doehne
Niles Donegan
Andrea Doukas
Judith Doyle
Alvin Duncan
in honor of Elsa, Andrew,
Grace, Ethan & Elly
Ben Dunlap & Melissa Feuerstein
Wallace Elton
Marc Engel
Adam Fracchia
Arnold Freidling
Faith Garfield
Mary Sheila Garin
in honor of Samantha Garin
Melanie Gottlieb
Dr. Holly & Kirk Groh
Mark Grotzek
Jennifer Haefeli
Nancy Hartman
Julia Hartung
Richard Hawley
John Healy
Connie Herbstman
Denise Hingle
Ellen Honnet
Chris Hoofnagle
Heather Hopkins
Horwitz Charitable Fund
Susan Howard
Sarah Hummingbird
in memory of Patricia Cairns
Michelle Husain
in honor of Leila & Joshua
Sara Isch
Mary Ann Jacob, MD
Herb Jellinek
Sonja Johansson
Barry Jone
Jennifer Joy Madden
Deborah Kahn
Richard Kaplan
Miriam Katz
Pat Keith
Ellen Kelly-Lind
in honor of Joe Kelly
& Nancy Gruver
Steven Ketchpel
Regan Kibbee
Laurie Kleen
Lisa Kloesz
in memory of Gordon Bunn
Corinna Komenda
Lauren Ann Read Koslow
in honor of Haley Felicity
& all children of Baltimore
Michelle Krebaum
Liz Kristofferson
Gary Lamb
Andrea Larson
Teresa Lavell
Nan Maria Lee
Monica Lemos
Donna Lepley
Andy Liddell
Kelly Marie Lubeck
in honor of Gabi
Jean Martin
Sue M. Martin
Anelle Martinez
Jeff Mattison
Melissa Mayer
Anne & John McCormack
Colleen McDonald
Jill Meadows
Barbara & Norman Meltz
Elizabeth Memel
David Mesheouam &
Rebecca Lowenhaupt
Elna Milnes
in honor of Suzanne Mazurek
Eva Moravcik
Rhonda Moskowitz
in honor of Jean Rogers
Ed Mroz & Celia Shapiro
in honor of Susan Linn
Davina Muse
Mary Napoli
Celina Natale
Dien Ngo
Harald Niessing
Jessica Nitta
Anne Olcott
Lisa Pauer
Beverly Pell, PhD
Kim Penzone
Andrew Perchlik
Margarita Perez
Sylvia Pfeffer
in memory of
Lauretta B. Freeman
Jason Phillip
Pamela Plowman
Barbara Ann Poelman
Mary Rebuck
Paula Rees
Meg Reilly
Marilyn Roselius
Corey Rosen
Susan Ruocco
Catherine Sandoval
Marcia Schreier
Maureen Sherry
Rachel Shippee
Cheryl Simons
Lesley Strang
Margo Street
Kim Sumner-Mayer, PhD, LMFT
Sally Swiatek
Carol Tatsumi
Laurie Todd
Dana Tuttle
Rebecca Walsh
Joshua Webster
in honor of Robert Webster
Enid Wetzner
Anna White
Timothy Winter
Dr. Lara Wright
Karen Zill
Ana Zurita
Our Mission

Fairplay educates the public about commercialism’s impact on kids’ wellbeing and advocates for the end of child-targeted marketing.