



**fairplay**<sup>sm</sup>  
childhood beyond brands

**Annual Report**  
July 1, 2021 - June 30, 2022





Friends,

It's remarkable to think about all that can happen in just a year.

At this time last year, momentum was starting to build for Fairplay. We announced our new name to rave reviews by our supporters, and we'd just secured a \$1 million grant to launch our Designed with Kids in Mind campaign. **We knew we had an exciting year ahead of us, but even we couldn't anticipate just how much we would accomplish in just 365 days.**

Our campaign to halt Meta's version of Instagram for kids resulted in a "pause" that is looking more permanent every day; we testified before Congress about the risks of social media for young people; we grew from a team of six to ten with the addition of four incredible new staff members; and the online safety bills that we helped author have gone further in Congress than any other bills like them in nearly 25 years.

**FY22 proved to be groundbreaking for our small but mighty organization—it was a year like no other.** Now, we are the advocates putting a national spotlight on the harms created by Big Tech's broken business model. From the pages of *The New York Times* to the halls of Congress, we are shaping the conversation around kids, tech, and commercialism. And we are (quite literally!) bigger than ever.

With this incredible year behind us, we have even more to look forward to in the year ahead: an exploration of the metaverse and its effects on young people; gathering our Action Network work group members in-person for the first time ever; and creating even more incisive research that gets to the roots of Big Tech's bad business model.

But first, let's celebrate the wins of the past year, together.

Thanks for all you do,

**Angela Campbell, JD**  
Board Chair, Fairplay

**Josh Golin**  
Executive Director, Fairplay



# Creating the internet children deserve

Last December, we announced the launch of Fairplay's biggest campaign to date: **Designed with Kids in Mind.**

Designed with Kids in Mind is a sweeping, multi-pronged campaign aimed at codifying the online protections that kids and teens need to stay safe from Big Tech's bad business model. By regulating the manipulative design that creates so many risks for young people online, **our campaign aims to both secure the online protections that kids need for safer digital experiences and help children get the offline time they need to thrive.**

Our coalition partners include the American Academy of Pediatrics, RAINN, Accountable Tech, Center for Humane Technology, ParentsTogether, Exposure Labs, Common Sense, and Center for Digital Democracy. Here's just some of what we've accomplished in our push for a design code since the launch of our campaign:



## WE TESTIFIED ON CAPITOL HILL

In December 2021, Fairplay's Executive Director Josh Golin testified before Congress in support of stronger online protections for children and teens.

In his testimony and in answers to lawmakers, Josh explained the many harms facing kids and teens on the internet today, how surveillance advertising is especially bad for kids, and how Congress can take action to protect young people.



## PROMOTING KIDS' SAFETY BILLS

With the support of Fairplay and our coalition, two monumental kids' online safety bills, the Kids Online Safety Act (KOSA) and the Children and Teens' Online Privacy Protection Act (COPPA 2.0), have gone further in Congress than any bills like it in nearly 25 years.



## PRESIDENT BIDEN'S SUPPORT

This year's State of the Union address was a watershed moment for our movement: President Biden endorsed landmark digital reforms that Fairplay has been pushing for.

In his address, President Biden echoed what we've been saying for years, calling for a ban on targeted advertising for children online and "safety by design" standards that require apps and websites "to prioritize and ensure the health, safety and well-being of children and young people above profit and revenue in the design of their products and services."



## Putting the brakes on Instagram for kids

In March 2021, we found out some troubling news: Meta was planning to create a version of Instagram for younger children. We immediately went into action, building a coalition of hundreds of experts and advocates; leading members of Congress, and 44 state attorneys general; and hundreds of thousands of concerned parents, grandparents, caregivers, and individuals who agreed Instagram for kids was a terrible idea.

For six months, we led the charge to prevent this dangerous product from ever being released. **Then, our campaign got a huge boost.**

Privacy advocate and whistleblower Frances Haugen revealed that Meta was aware of how Instagram harms children and teens in myriad ways, despite publicly downplaying research that linked increased social media use and anxiety and depression. Even worse, Meta began planning its Instagram for kids platform after it was aware of how Instagram harms children and teens! The information revealed by Haugen also confirmed what Fairplay had been saying for months: Instagram for kids was part of Meta's strategy to hook kids when they are young.

These revelations coupled with Fairplay's relentless pressure got results: **last September, Meta announced it would be "pausing" all work on its plans for Instagram for kids!**

Since then, Fairplay has been committed to ensuring that that "pause" is permanent, and we've seen neither hide nor hair of Instagram for kids. Should Meta ever resume its plans, Fairplay will be here to make sure it doesn't happen! ■

# Fairplay research holds Big Tech accountable

This year, Fairplay dove even deeper into the details of Big Tech's crooked business model and the costs it incurs to kids and teens' wellbeing.

**In November, research led by Elena Yi-Ching Ho of Reset Australia and our Rys Farthing demonstrated that Facebook continued to use surveillance advertising to market to teenagers, despite Meta's claims that it would no longer allow advertisers to selectively target teens just months before.** Our findings sparked outrage and as a result, we led an international coalition of 47 public health, privacy, child rights, and environmental and consumer advocates in calling on Facebook to live up to its promise and stop all surveillance advertising directed at young people. Senator Cynthia Lummis even held up our report in a tense moment with Instagram CEO Adam Mosseri in December as he was grilled by Congress about his platform's impacts on young people!

**Our April report revealed even more shocking information: Meta is making millions of dollars from pushing pro-eating disorder content to minors as young as 9 on Instagram.** Even worse, Instagram's algorithmic amplification is helping to grow this content's reach. Our report, *Designing for Disorder: Instagram's Pro-eating Disorder Bubble*, analyzed a pro-eating disorder "bubble" on the app consisting of 153 popular accounts that celebrate "thinspiration" or "bonespiration," and the 90,000 users that follow three or more of these accounts.

The accounts post content such as positive imagery of extremely underweight people or other eating disorder memes. **Most distressingly, our report revealed that 33.75% of the accounts in this bubble are underage.** Our report caused a stir in the news and in Congress, where key legislation was up for debate. Following the publication of our report, Senators Ed Markey and Richard Blumenthal and Representatives Kathy Castor and Lori Trahan sent a letter to Meta demanding answers. ■

"At the height of my eating disorder, I used social media as a fuel for my obsession with weight loss. The content recommended to me of perfect toned bodies and tips for weight loss motivated me to continue when I was at my worst. It was up to me to actively try and change my social media feeds—I had to do the hard work.

Even now, I have to take active steps to stop the algorithm recommending this content—Instagram pushes me towards this content, and I have to actively pull myself away from it."

— Kelsey Wu,  
eating disorder survivor and activist



## Getting the band back together

In October 2021, our small but mighty staff met in person at our Boston office for the first time since March 2020. With folks coming from all over the country, our reunion was a celebration of our hard work as well as a chance for us to tackle some visioning, team building, and to plan for new and ongoing advocacy in the coming year!

Then, in April, our board members arrived in Boston for two days of connection and collaboration, with an aim of advancing Fairplay's work against targeted marketing to children. Our board members traveled from as far as Spain and California and each brought along their deep passion for and commitment to Fairplay's mission. From visioning sessions to board development workshops, the meeting brought our staff and board closer than ever. ■



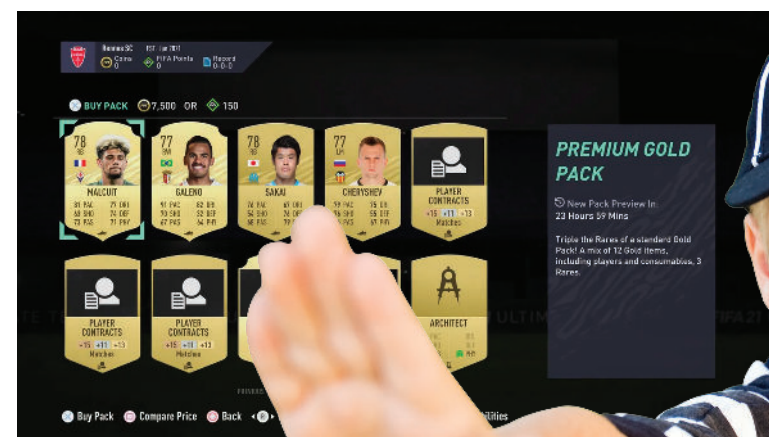
## Giving EA Games a yellow card

In the massively popular video game *FIFA: Ultimate Team*, users build soccer teams made up of real-world players and compete against each other in virtual live, online matches. But unlike friendly real-life soccer games, *FIFA: Ultimate Team* is filled with manipulative design features pushing users to constantly spend money for in-game loot boxes that give users a competitive advantage in the game. **Because of that, we here at Fairplay think it's more suitable to call this game FIFA: Ultimate Scam!**

Loot boxes like the ones in *FIFA: Ultimate Team* are a major source of revenue for the video game industry, generating 15 billion US dollars in 2020 alone. They're also an insidious and manipulative cash grab that encourage gambling-like behavior in underage gamers. In *FIFA: Ultimate Team*, users are relentlessly advertised FIFA Packs, a loot box consisting of mystery players which may or may not provide their team with a significant boost. FIFA Packs abstract the actual cost of purchases and skew the probability of actually getting a coveted pack. **In order to unlock a specific desirable player in the game, users would have to pay about \$14,000 or spend three years continuously playing the game!**

These odds are hard to beat and harder to understand, even for adults. For the kids and teens playing *FIFA: Ultimate Team*, their developmental vulnerabilities leave them unable to comprehend how they're being manipulated. Young gamers haven't yet developed sophisticated financial literacy skills, have little understanding of the miniscule odds of getting a desired pack, and are driven by the fear of missing out on online matches with their friends.

**So, last June, Fairplay took Electronic Arts—the maker of *FIFA: Ultimate Team*—to task for their manipulative practices!** Citing research from our friends at the Norwegian Consumer Council, we outlined the unfair and deceptive nature of loot boxes in *FIFA: Ultimate Team* in a letter to the Federal Trade Commission. We'll be keeping an eye out in the months ahead to see if the FTC agrees that EA deserves a yellow card for their unfair practices. ■



# Another groundbreaking year for our Action Network!

In its fourth year, our Screen Time Action Network brought together over 1,800 professionals, parents, and practitioners from around the world to collaborate and advocate for change. The Network's volunteer membership remained extremely active, especially our 7 work groups dedicated to fighting for children's rights in the digital age, including:

- Screens in Schools
- Early Childhood
- Cyberbullying and Online Safety
- Parent Support
- Mental Health
- Interfaith
- Nature & Play (new!)

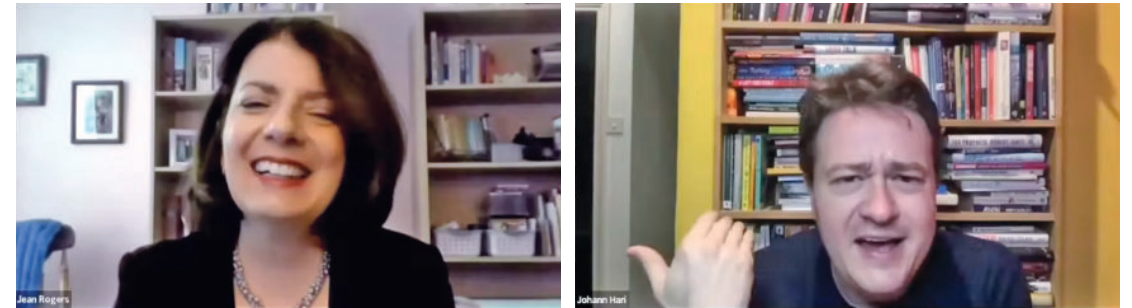
## faith community unites against Instagram for kids

In February, over 75 religious leaders representing Buddhist, Christian, Hindu, Interfaith, Humanist, Jewish, Muslim, Pagan, Sikh, and Spiritualist traditions signed on to our Interfaith Work Group's letter to Mark Zuckerberg calling on Meta to scrap plans to launch a version of Instagram for children under 13. Garnering international attention, this letter pushed Meta to stall their scheme for the new app.



## nature as an antidote in our new work group

This year, the Network launched the Nature and Play work group. The group focuses on helping kids develop a stronger relationship with nature as an antidote to media dependence and connects by sharing high-quality videos and articles about the link between screen time and nature deficit disorder.



## bringing the experts to you

Bringing in participants from all over the world, our webinar series Action Network Live! offers real solutions to real problems. One highlight: guest Johann Hari joined Jean to discuss his book, *Stolen Focus* in March. Throughout the year, we were also joined by experts to discuss screen time across multiple households, cyberbullying, and nature-based education initiatives.

## supporting the next generation of digital wellness leaders

In April, we launched NextGen Connect, a new mentoring program to support young thought leaders who are striving to improve the digital landscape and reduce screen time for their peers.

Our first cohort of NextGen Connect mentees arrived at orientation in May, where they were paired with the Action Network experts they'd be working with over the three month program. Spanning six different time zones and seven countries, this group of passionate people set big goals for their summer collaborations! The program culminated in a final project presentation to Fairplay staff and our Action Network advisory board. We're so excited to see how these young leaders shape the future of digital wellbeing for generations to come! ■



## unthinkable stories big tech doesn't want to tell

In March, members of our Cyberbullying and Online Safety work group collaborated with Joni Siani of NoAppforLife to create a special podcast series called *The Harms*.

The three-part series highlighted the harrowing stories of three families who have lost their children to cyberbullying and online challenges. Work group members also played huge roles in advocating for both state and federal legislation that would help create a safe internet for all kids.



# Supporter Spotlight

**W**hen Deb Schmill first reached out to us at Fairplay, she was seeking change. Deb's 18-year-old daughter Becca died in September 2020 from an accidental drug overdose—drugs laced with fentanyl that she accessed on social media after experiencing sexual assault and cyberbullying. As a tool for healing and generating solutions, Deb founded the Becca Schmill Foundation, which builds awareness around social media harms that lead to substance abuse and funds research and policy change. Upon hearing her story, we connected her with the Cyberbullying and Online Safety Work Group at our Screen Time Action Network. There, Deb both inspired others and gained inspiration. “My relationship with the staff at Fairplay and volunteers in the Action Network has been a source of comfort, support, and learning over the past year, for which I am extremely grateful,” Deb told us.

Throughout her time as an Action Network member, Deb has gained traction in her mission—from sharing Becca's story on The Harms podcast, to appearing on *Today*, to speaking to California legislators about the need to regulate Big Tech. But, most of all, she has found a community.

**“You hate to see other people living with similar tragedies, but it is comforting to not feel alone in this. I think that has been one of the most affirming aspects of participating in the Action Network. It’s a community of parents and professionals who have an understanding of the pain and loss my family has experienced, and who are dedicated to fighting to protect children.”**

Deb's mission to make sure no one else experiences Becca's tragedy is one that we here at Fairplay share. “We are experiencing a growing movement that no longer accepts that social media companies can continue to addict and harm our children for profit,” said Deb. “In this way, I am confident that we will see the change that needs to happen.” **With support from advocates like Deb, we are, too.** ■



Becca Schmill in 2018.

**“Volunteering with the Action Network has made it possible for me, and others, to share our stories in ways that otherwise would not have been possible.”**

**– DEB SCHMILL**



# 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. Here are just a few highlights of our press mentions!



**Virtual Pre-K Filled a Void for ‘Overwhelmed’ Parents This Year, But Experts Disagree About Its Role — and Federal Funding — in a Post-Pandemic World**  
July 14, 2021



**Instagram’s privacy changes: Will they actually keep creepy adults away from young users?**  
July 27, 2021



**Social Platforms Feel Policy Pressure on Teen Privacy Controls**  
August 16, 2021



**Facebook under fire over secret teen research**  
September 15, 2021



**Facebook Delays Instagram App for Users 13 and Younger**  
September 27, 2021



**Facebook grilled by Senate over company’s impact on kids**  
September 30, 2021



**Facebook unveils new controls for kids using its platforms**  
October 10, 2021



**Will Eliminating Quantitative Popularity On Instagram Actually Make It Safe For Kids?**  
October 15, 2021



**Republican and Democrat Lawmakers Step Up Efforts to Adopt Tougher Tech Laws**  
October 19, 2021



**Documents reveal Facebook targeted children as young as 6 for consumer base**  
October 29, 2021



**Children’s advocacy groups want the U.S. to follow U.K. teen privacy rules**  
December 2, 2021



**The Era of the Celebrity Meal**  
December 8, 2021



**Even The Clergy Think Instagram’s Kids App Is A Bad Idea**  
February 8, 2022



**California Bill Aims to Make Tech Firms Liable for Social-Media Addiction in Children**  
March 15, 2022



**FTC to set its sights on ed tech companies**  
May 19, 2022

# Screen-Free Week 2022

**“In the beginning, I didn’t think I was going to be able to avoid screens, but now, I believe you can do anything if you put your mind into it.” — Middle school student, NY**

This year, thousands of people unplugged for a week of rest, creativity, and intention. Over 20,000 people celebrated Screen-Free Week, with events held all around the world—from Scotland to Nicaragua to the American Midwest! We were thrilled to see the diversity and variety of celebrations this year. Some families spent the week on the beach, at the library, or in their own backyards. Often, schools and communities spearhead the celebration; in fact, one Wisconsin community hosted over 15 Screen-Free Week events this year!

## Celebrating SFW in unique ways

- |                                 |                              |                                 |
|---------------------------------|------------------------------|---------------------------------|
| Making baby quilts              | Swimming in creeks and lakes | Spending time with friends      |
| Taking Grammie out to lunch     | Building forts               | Attending an art show           |
| Attending a church bonfire      | Designing fairy houses       | Looking through a telescope     |
| Playing with Legos              | Playing with dolls           | Barbecue and ice cream!         |
| Reading, reading, reading!      | Horseback riding             | Racing through obstacle courses |
| Practicing the flute            | Drawing/making art           | Planting flowers                |
| Roasting hot dogs over the fire | Flag football!               | Celebrating Cinco de Mayo       |
| Celebrating Mother’s Day        | Going to the zoo             | Dancing in the park             |
| Pajama storybook night          | Rock painting                | Visiting museums                |
|                                 | Scavenger hunts              |                                 |
|                                 | Hiking by candlelight        |                                 |
|                                 | Playing with puppies         |                                 |



## In New York, Ms. Zalewski’s middle school class celebrated Screen-Free Week

All 43 students decreased their screen time dramatically, with 21 going completely screen-free! Here’s what her students shared:

**“THIS WEEK TAUGHT ME THAT MY LIFE ISN’T MY PHONE.”**

“This week taught me that you can find out a lot of things you are capable of doing if you are not glued to a screen!”

“I felt more free... sometimes videos (and other things) might make people upset, mad, or even jealous, but when you don’t see the negative things, it makes you feel good.”

“This week has taught me discipline and finding my own joy with things other than a screen in my face.”

**“I think you should do this with your class next year because it shows who you really are inside.”**

**“This week taught me that electronics aren’t like oxygen, you don’t need them!”**

**“I felt like the days were longer and happier.”**

**“I did a lot more, and I found out things I didn’t know I was capable of doing.”**

## We added some spectacular new books to our annual Screen-Free Week Book list

Dozens of people from around the country received copies in our book giveaway, like *The Day the Screens Stood Still*, *Go Out and Play*, *Chandu and the Super Set of Parents*, and many more! ■

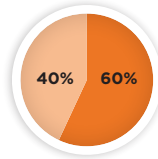


# Fairplay Financials as of July 1, 2022

## INCOME

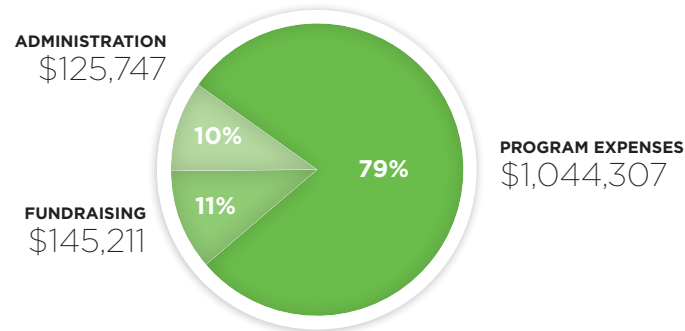
Grants	\$ 531,285
Individual Donations	\$ 810,546
Honoraria and Book Sales	\$ 2,000
Total FY22 Income	\$ 1,343,885
<b>Expenses</b>	<b>\$ 1,315,666</b>
Net Increase/(Decrease)	\$ 28,219
Beginning Reserves	\$ 248,250
<b>Net Assets FY22</b>	<b>\$ 276,469</b>

## INCOME

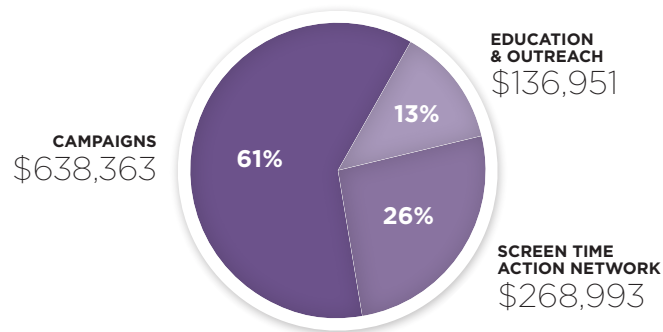


INDIVIDUAL DONATIONS  
GRANTS

## TOTAL EXPENSES: \$1,315,265



## PROGRAM EXPENSES: \$1,044,307



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 2021 - June 2022), without whom our work would not be possible.

## Leadership Circle

### \$250,000+

The Christy & John Mack Foundation • Oak Foundation

### \$100,000 - 249,999

The Edelman Family Foundation • The Omidyar Network

### \$50,000 - 99,999

Jacaranda Fund • Ranae DeSantis

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

Anonymous  
Church Communities Foundation  
Matt Damon  
Patricia Sauer  
Stephanie Morrissey

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

Waldo Abbot  
Nathan Dungan & Susan Hawks  
Elaine Golin  
Melanie Manko  
M/H Metrock Charitable Foundation  
The Milner Family Foundation  
Doug Pak  
Corey Sauer  
Nicholas Silvers

## Champions

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

Anonymous (2)  
Anonymous gift from The Chicago Community Foundation  
Joel & Aparna Brown  
Angela Campbell  
Georges Makhoul  
Melinda Nemeč  
Maria Nicolo & David Earling  
Scott and Susan Nash  
The Spack/Silva Fund  
Dan Watson

### \$2,500 - \$4,999

Kristin Bride in memory of Carson Bride  
Kathleen & Dan Clarke-Pearson  
Kevin Hepner  
Purvi & Harsh Padia

Kim & Greg Rathmann in memory of Edwin Kvatum  
Barbara Roswell in honor of Naomi & the Fairplay Team  
Margaret M. Schmidt & Kenneth J. Danila Fund at the Boston Foundation

### \$1,000 - \$2,499

Adda Clevenger School  
Myron Belfer, MD in honor of Susan Linn  
The Scott & Ky-Van Benson Charitable Fund  
Michele & Laurence Blumberg  
Julia Backoff  
Cheryl Cahill  
Julia Chen  
Seth Evans  
Diane Finnerty

Abraham Flaxman  
Laura Graves  
Heike & Benjamin Harrison  
Hill-Snowdon Foundation  
The Kalayoglu Fund  
Susan Hopkins  
Carl Ingrao  
Shari Johnson  
The Rosenstiel Foundation  
Lauren & Dave Kopans in honor of all the folks at Fairplay for their passion, commitment, & perseverance  
Velma LaPoint  
Kathleen Lauster  
Dr. Susan Linn, EdD in honor of the Fairplay staff  
Regina Margolies

Kathy & Chip Masarie  
Liz Mcdermott  
Jason Nickelson  
Danielle Oristian York  
Sveta Pais in honor of The Action Network Early Childhood Work Group  
Debra Peltz  
Charlotte Pilaro  
Nancy Ross  
Jean Rystrom & Dallas Dick  
Steve Seaborg  
The Sholley Foundation  
Lucy Stroock  
Mark Tyrrell  
Richard Wiese  
Lloyd Zuckerberg

## Friends

### \$500 - \$999

Anonymous (2)  
Andrew Adler & Ann Braude  
Criscillia Benford & Bill Softky  
Chandler-Shreve Family Fund  
Irma Evans  
James Gleason  
Steve & Alice Golin  
Ed & Jane Grant  
Nicholas Hall-Risko  
Bart & Claire Johnston  
Tim Kasser, PhD  
Carolyn Kavanagh  
Cream Hill Foundation  
Kate LaPook Lear in honor of  
The Mack Family  
John Lippitt  
Dr. Emily Luebke  
Granite Foundation  
Brandee Marckmann  
Erin McNeill  
Victoria Mills  
Samantha Morse  
Dipesh Navsaria &  
Rania Huntington  
Jenny & Nick Radesky  
CSM Roberts  
Nick & Katherine Scharlatt  
Toni Sikes in honor of John Mack  
Margo Simmons  
Kimberly Simmons &  
Craig Bramley  
Andrew Strom & Pico Kassell  
Joann Terranova  
The Tuttle Family  
Janet Weathers & Ronald Cobb  
Family Fund  
Donna & Douglas Wheeler  
Melissa Williams & Wilbur Lam  
Maud Winchester & Lucas Reiner  
Rinny & Len Yourman in honor of  
Jean Rogers

### \$250 - \$499

Anonymous (2)  
Emily Anesta  
Sarah Baldwin  
William Beardslee, MD  
AJ & Ritu Ottenheimer  
Max Bielenberg  
Connie Biewald  
Susan Bogar & Steven Rasch  
Daniel Boxwell  
Mitchell Brooks  
Russell Malchow &  
Pamela Burnley  
Patricia & Alan Cantor  
Lisa Cline  
Jeanne Cosby  
Mike Couzens

Will Craig  
Ethan & Jennifer Davis  
Richard & Carol Daynard  
Allison Delong  
Shannon Dodge & Mark  
McCaustland in honor of  
Diane and Lowell Dodge  
Anne Ellsworth  
Aaron Engler  
Deborah Farrington  
Don Foster  
Charles Fox  
Mark Franke in honor of  
Hannah, Juniper & Mark  
Alexandra Gerend  
Laurel Goodell  
Lincoln Hess  
Jason Huitrado  
Ryan Jenkins  
Myla Kabat-Zinn  
Allen Kanner, PhD  
Kathy Keller Jones  
Kate Knapp  
Joanne Kyritz  
Rachael Lauritzen  
Tom Lopez  
Rebekah Martin  
Nell Minow  
Mark Noltner in honor of  
Siena Noltner  
Luisella Pistidda  
Barbara Poelman  
Thomas Robinson  
Rheta & Howard Rubenstein  
Jennifer Sauer  
Kreg Sherbine  
Martha Sibert  
Daniel & Martha Smith  
Jonathan Spack  
Judy Taylor  
Carla Wallace  
Brian Wentzel  
Laurel West

### \$100 - \$249

Anonymous (5)  
Martin Abel  
Rebecca & Tim Aldinger  
Katherine Anderson  
Linda Barnes in memory of  
Clifford Craine  
Alex Benn  
Kent Borges &  
Stephanie DiCenzo  
Alice Brofman in honor of  
Alice Golin on her  
80th birthday  
Lawrence Brown  
Sam Brown  
Blakely Bundy  
Geraldyn Bywater

Hilarie Cash  
Marie Cheney  
Katie Clark in honor of  
Cambridge-Ellis School  
Leadership Team  
Richard Cohen  
Evelia Cruz  
Dante Moreira  
Lynn Davey  
Shara Drew  
Ingrid Espinosa  
Josie Etheart & Jay Feldman  
Eric Euvrard  
Sharon Febo  
Nancy Fleming in honor of  
Lauren Paer  
Florez Family  
Paul Franz  
Stefanie Fuhr  
Andrea Gambardella  
Ginny Garin  
Tammy & Chris Garin  
Dylan Garrett  
Douglas Gentile in honor of  
Jean Rystrom  
Mary Giesecke  
Roberta Golinkoff  
Larry Golob & Jen Paluch  
Gayle Greene  
Leonie Haimson  
John Healy  
Harley Heath, MD  
Rebecca Weiker & Sean Hecht  
Jonathan Hinman &  
Jennie Winton Hinman  
Jacob Hosler  
Jared Jacobs  
Suki Wessling & Herb Jellinek  
Carden Johnston, MD  
Joe Kelly in honor of  
Susan Linn  
Carol Kenner  
Elizabeth Kent  
Irene Kessel  
Junith Koon  
Katharina Kopp  
Michelle Leder  
Andy Liddell  
Toni Liebman  
Kecia Lifton  
Lisa & Josh Lubarr  
Kelly Lubeck in honor of Gabriel  
Rebecca Masterson &  
Gordon Wong  
Allyssa McCabe & Chris Cuneo  
Columbia McCaleb in honor of  
Claude & Gus  
Carole McDade  
Montie Meehan  
Kathleen Miltner  
David & Lindsey Monahan

Ramon Monras-Sender  
Samantha Mortlock  
Brigid & Bob Murphy  
Douglas Murphy  
David Naumann  
Barbara Nicholson  
Marion Odell  
Lillis Palmer  
Perry Perkins  
Matt Pfluger  
Laura Sharp  
Alvin F. Poussaint, MD  
Lisa Price  
Shannon Rapo  
Susan Reynolds  
Shay Roalson  
Jack Sawyer  
Deb Schmill in memory of  
Becca Schmill  
Anne Seban  
Gerry Shapiro  
Ruth Smullin  
Carol Snyder  
Beth Steeves  
Catherine Steiner-Adair  
Deana Stevens  
Barbara Sweeny in honor of  
Margo & Owen  
Lonna & Lou Thiem  
Jaime Thompson  
Sara Tirschwell  
Amy & Scott Tyson  
Jacob Waldbauer  
Donald Waterbury  
Muffie & Scott Waterman  
Mark Weltner  
Enid Wetzner  
Sharon Winkler in memory of  
Alex Peiser  
Sheli Wortis  
Michael & Donna Zamonski  
Katie Zorn in honor of  
John C Mack

### Up to \$100

Anonymous  
Paul Abrinko  
Ellen Adler in honor of  
Susan Linn  
Giridhar Alamuri  
Erik Assadourian  
Nicole Auckerman  
in memory of Melissa  
Sarah Batcheler  
Peter Beyersdorf  
Stacy Brown in honor of  
Blake Brown-Goldner  
Poonam Chhabria

Ann Clemenza in honor of  
Susan Linn  
Rosemary Clough  
William Conaway  
Maria Cosgrove  
Susan Danewitz  
Robert McClure Davis  
Rob & Leigh Dewis  
Anne Deysher  
Julie Dobrow  
Niles Donegan  
Andrea Doukas &  
Richard Behrman  
Judith Doyle  
Darinda Dugas  
Ben Dunlap  
Anne Olcott  
Wally Elton  
Jean Fahey, PhD  
The Farina Family  
Jane Feinberg in honor of  
Susan Linn  
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& all children of Baltimore  
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## Our Mission

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



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