




FIGHTING TOBACCO USE AND

SAVING LIVES

the **WORLD OVER**

A Historic Year in the Fight Against Tobacco





THE CAMPAIGN FOR TOBACCO-FREE KIDS is leading the fight to reduce tobacco use and its devastating consequences in the United States and around the world. Our vision? A future free of death and disease caused by tobacco. We have made enormous progress in this fight against the leading preventable cause of death, and we will be relentless until the battle is won.

Every day, we work to:

- Advocate for proven solutions that reduce tobacco use and exposure to secondhand smoke
- Educate the public and policy makers about the tobacco problem and solutions
- Expose and counter industry efforts to market to children and mislead the public
- Mobilize organizations and individuals to join our fight
- Empower a tobacco-free generation by fostering youth leadership and activism
- Enhance tobacco prevention efforts worldwide by sharing information and resources with international partners

DEAR FRIENDS,

I am delighted to present the 2009 Annual Report of the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund, covering our work from April 2008 through March 2009. The past year has brought truly unprecedented progress in the fight against tobacco use, the leading preventable cause of death in the United States. We're pleased and honored to share news of these accomplishments with you as we could not succeed without your support.



While this report covers our work through March 2009, I want to tell you about an achievement that occurred this June. For over a decade we have worked to enact legislation granting the U.S. Food and Drug Administration (FDA) authority to regulate tobacco marketing and tobacco products. In early June, both houses of Congress – by wide margins – enacted this historic legislation. On June 22, 2009, President Obama signed the bill in a Rose Garden ceremony – capping a more than 10-year effort by the Campaign and our many partners.

This new law will protect our children from the tobacco industry's predatory marketing, save countless lives and reduce tobacco's enormous health and financial burden on our country. The Campaign looks forward to working both as a partner with – and a watchdog over – the FDA in aggressively and effectively implementing this new law.

FDA regulation of tobacco products is an essential complement – not a replacement – for the successful work to reduce tobacco use at the state and local level. On that front, too, we continue to make great progress. North Carolina has become the first traditional tobacco-growing state to enact a comprehensive smoke-free law and, with our support, numerous states continue to increase tobacco taxes.

On the international front, we are more active than ever before. The opportunity to participate as one of the five partners in the Bloomberg Initiative to Reduce Tobacco Use is evidence of the leadership the Campaign exerts in the field of tobacco control. And by almost any measurement, this initiative has transformed tobacco control around the world.

The change in Administration also saw the nomination and confirmation of William V. Corr, the Campaign's Executive Director, as Deputy Secretary of Health and Human Services. We are enormously proud of Bill and look forward to his work with President Obama and Health and Human Services Secretary Kathleen Sebelius to improve the nation's health.

As you reflect on all we've accomplished together, the Campaign for Tobacco-Free Kids asks you to redouble your commitment to our fight – from contributions and pledges, to phone calls and letters. Together, we will create the future we envision – a future free of death and disease caused by tobacco.

Sincerely yours,

A handwritten signature in black ink that reads "Matthew L. Myers". The signature is written in a cursive, flowing style.

EDUCATE

THE PUBLIC AND POLICY MAKERS
ABOUT THE TOBACCO PROBLEM
AND SOLUTIONS...

An educated and active public and media is the key to the forceful action needed to counter the tobacco problem. Tobacco use wreaks havoc on American lives and America's wallet – killing more people each year than AIDS, drugs, alcohol, car accidents, murders and suicide combined and costing nearly \$100 billion in health care bills. The Campaign for Tobacco-Free Kids aggressively informs citizens, the media and policymakers about these facts and their solutions. From Capitol Hill, to faith leaders, to hundreds of thousands of online activists, the Campaign is a trusted one-stop shop for targeted data and bold campaign strategy.

- In November 2008, the Campaign and our partners issued a shocking report, "A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later." In 1998, 46 states delivered a wallop to Big Tobacco. Each state settled on lawsuits to recover tobacco-related health care costs. It was a bright day for public health. \$246 billion in payments promised extraordinary opportunity. But ten years later, the Campaign found state efforts gravely lagging.

Most states had broken their promise to spend a major portion of their tobacco money on reduction programs – in fact, most states spent a mere 3.2 percent of settlement payments on vital prevention and cessation.



- Company profits and productivity are severely impacted by tobacco use – from on-the-job absences to tobacco-caused fires that kill 2,000 people each year and cost \$4 billion in cleaning costs. In March 2009, the Campaign and the Partnership for Prevention joined forces to reclaim American workplaces. We created the toolkit for business leaders, "Investing in A Tobacco-Free Future: How it Benefits Your Bottom Line & Community," and dispersed them to

every FORTUNE 500 company in America. The toolkit demonstrates how employers can boost profits by supporting tobacco control through wise benefit design and workplace policies.



“You can vote for a bill that has been reviewed by and approved by
the Heart Association, the Cancer Society,
[and] the Campaign for Tobacco-Free Kids...”

— *Congressman Henry A. Waxman (D-CA), April 1, 2009,
during the final vote of the U.S. House of Representatives.*

EXPOSE

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

Our nation's youth are three times more sensitive to tobacco advertising than adults. Big Tobacco spends more than \$30 million a day making sure of it. The industry does whatever it takes to entice new smokers – and America's kids bear the brunt of these efforts. Every day, the Campaign for Tobacco-Free Kids works to expose Big Tobacco's deadly tactics and deceptive corporate image.

- The tobacco industry makes a business of defrauding the American public. The Campaign has always known this to be true – and in May 2009 the U.S. Court of Appeals unanimously agreed. The decision comes ten years after the 1999 landmark lawsuit filed by the U.S. Department of Justice (DOJ) and is a major victory for public health – and everything we stand for. In 2005, the Campaign and five of our partners formally intervened in the case and have continually pressed for the adoption of the strongest, most effective solution.
- Smoking is feminine and fashionable – according to the nation's two largest tobacco companies, Philip Morris USA and R.J. Reynolds. The Campaign would not stand for the extreme duplicity of their new marketing campaigns – including slim and sleek, mauve and teal “purse packs” that resemble cosmetics; and magazine ads touting slogans like “Light and luscious” and “Now available in stiletto,” for “the most fashion forward woman.” In February 2009, the Campaign and partners issued the hard-hitting report, *“Deadly in Pink: Big Tobacco Steps Up Its Targeting of Women and Girls”* and launched a rigorous national media tour to spread the word.



"Deadly in Pink: Big Tobacco Steps Up Its Targeting of Women and Girls"



“The Campaign for Tobacco-Free Kids and eighty-six other national public health organizations speak with one voice on this issue. They are all supporting [the bill] because they know it will give FDA the tools it needs to reduce youth smoking and help addicted smokers quit.”

— Statement by Senator Edward Kennedy (D-MA), June 10, 2009.

ADVOCATE

FOR THE POLICIES TO REDUCE
TOBACCO USE AND
SECONDHAND-SMOKE EXPOSURE...

The Campaign for Tobacco-Free Kids fights for proven tobacco-control policies – and we empower others to do the same. By advocating directly with members of Congress, state legislators and local officials, supporting voter outreach campaigns, orchestrating grassroots movements, launching media initiatives and endorsing ballot initiatives, the Campaign demands that voters and leadership alike take a stand for constituents' health.

Youth Smoking Rate (High School)

1997: 36.4 percent

2007: 20.0 percent

Pacesetters: Utah (7.9 percent), New York State (13.8 percent)

Adult Smoking Rate

1997: 24.7 percent

2007: 19.8 percent

Pacesetters: Utah (9.3 percent), California (14.0 percent)

Funding for Prevention and Cessation Programs

Help smokers quit, save lives, save money – this triple threat is found in science-based prevention and cessation programs. The Campaign works in every state to rally support and funding for these programs.

Tobacco Prevention Programs

1996: Three states with well-funded tobacco prevention programs

2009: Nine states with well-funded tobacco prevention programs

Pacesetter: Thanks to a voter-approved initiative, North Dakota is the only state now funding tobacco prevention at the CDC-recommended level.

Smoke-Free Laws

Secondhand smoke causes lung cancer, heart disease and kills tens of thousands each year. This year, North Carolina became the first traditional tobacco-growing state to enact a comprehensive smoke-free law. The Campaign's goal is for every state to follow North Carolina's lead and protect everyone's right to breathe clean air.

Smoke-Free States

1994: One state – California – had passed a smoke-free law that covered restaurants and bars

2009: 27 states, Washington, D.C., and Puerto Rico have passed smoke-free laws that cover restaurants and bars

Higher Tobacco Taxes

The Campaign fights for increased tobacco taxes – because the more cigarettes cost, the more smokers will quit and the less kids will start. Every 10% price increase reduces youth smoking by about 7% and overall smoking by about 4%.

Tobacco Taxes

1996: Average state cigarette tax was 33 cents per pack

2009: Average state cigarette tax is \$1.31 per pack

- Healthier kids, better health care – both victories were realized in February 2009, when Congress passed and President Obama signed a new law that increased the federal cigarette tax by 62 cents and expanded the State Children's Health Insurance Program. The Campaign played a significant role in this effort, meeting regularly with key lawmakers, providing lawmakers, the media and partners with science-based facts to make the case for the cigarette tax and demonstrating the public support for it. The legislation will prevent two million kids from starting to smoke, prevent 900,000 smoking-caused deaths and save \$44.5 billion in healthcare expenses.



“[FDA] is an enormous victory for public health. For that, we owe thanks to tireless advocacy by the Campaign for Tobacco-Free Kids, a nonprofit organization, and strong endorsements from medical groups.”

—*The New York Times* editorial, June 12, 2009.

MOBILIZE

ORGANIZATIONS AND INDIVIDUALS
TO JOIN OUR FIGHT...

The Campaign for Tobacco-Free Kids tackles one issue only – tobacco use and its deadly effects. But we are not alone in this fight – over 150 partner organizations stand with us in the battle against Big Tobacco. Our national campaign, Faith United Against Tobacco, includes 34 denominations representing millions. Our Tobacco-Free Action Network and 133,000 E-Champions are in constant action.

- Between January and March 2009, faith leaders converged on the United States Congress to push passage of the FDA legislation. More than 25 national denominations generated hundreds of phone calls and letters, submitted opinion editorials and held press conferences across the country.
- North Dakota is an active part of the Campaign for Tobacco-Free Kids' Action Network – and never more so than last November, 2008. The Campaign and Tobacco-Free North Dakota

(TFND) successfully seized the opportunity to pass landmark Measure 3 – and boost prevention and cessation funding to the CDC-recommended level. We launched an aggressive statewide media campaign and in just 3 months TFND collected 16,394 signatures to place a statutory measure on the ballot – an overwhelming 4,000 more than required. Our tenacity paid off when the measure passed – making North Dakota the only state to currently boast CDC-level funding. The result? Youth smoking dropped 12.7% and \$113 billion in health care savings was produced.



“The passage of FDA is a landmark moment for our nation’s children and American public health. And without question, the expertise of the Campaign for Tobacco-Free Kids was a driving force. It’s a proud day for the faith community.”

— James Winkler, Chair of Faith United Against Tobacco and General Secretary,
United Methodist Board of Church & Society.



Kids are compelling messengers of tobacco awareness, to peers and adults alike. The Campaign for Tobacco-Free Kids works to transform kids into leaders and advocates – so they can create their own tobacco-free future.

- Stand up. Speak out. Seize control. One day each year, kids from all 50 states unite against Big Tobacco. Kick Butts Day is the Campaign's hallmark youth advocacy event, and it grows more powerful every year. Young advocates – from kindergarten to college – orchestrate and carry out more than 1,000 anti-tobacco activities from coast to coast, delivering a thunderous message to their peers and communities. KBD 2009 drilled down on FDA – pressing the need for the bill, sparking media attention and prompting peers to act in support of the legislation.
- The Campaign's annual Youth Advocates of the Year Awards Gala is an inspiring evening of accolades and good cheer. Just ask any one of the 500 public health leaders who attend. It's all about the kids – and that's the magic of it. These young advocates are blazing trails across the landscape of tobacco control – and have records of success to prove it. The 2009 Gala also honored our longtime friend and this year's Champion Award Winner, Representative Henry A. Waxman, who tirelessly guided the FDA legislation to a landslide vote of 326 to 102.
- Advocacy events, leadership training, meeting on the Hill – the Campaign's annual Youth Advocacy Symposium steers youth advocates through an in-depth and exciting week of sharpening their advocacy skills. Graduates have appeared in People magazine, on "The Oprah Winfrey Show" and participated in White House press events.

2009 YOUTH ADVOCATES OF THE YEAR

National Youth Advocate of the Year – Emily Kile, Greenfield, IN, 17

Group Winner – REAL: Hawaii Youth Movement Exposing the Tobacco Industry, HI

East Regional Youth Advocate of the Year – Hyacynth Dixon, Dorchester, MA, 15

South Regional Youth Advocate of the Year – Colleen Daly, Asheville, NC, 17

West Regional Youth Advocate of the Year – Olivia Holter, Helena, MT, 16

Central Region Youth Advocate of the Year – Kyle Picha, Prairie du Chien, WI, 17



“Kick Butts Day is the one day where dedicated advocates across the nation work together to stop the tobacco epidemic. It’s the day that makes us all one and shows that we won’t be targets; we will make change, now.”

— Lauren, 19, Hurley, WI

ENHANCE

TOBACCO PREVENTION EFFORTS
WORLDWIDE BY SHARING PROGRAMS
AND INFORMATION
WITH INTERNATIONAL PARTNERS...

Tobacco will kill one billion people worldwide this century – unless radical action is taken. That’s where the Campaign for Tobacco-Free Kids’ International Resource Center comes in, funded by philanthropist and New York City Mayor Michael R. Bloomberg’s Bloomberg Philanthropies. Our International Resource Center assists developing countries where more than two-thirds of the world’s tobacco use occurs.

- We’ve been busy. The need for change at the global level is urgent, and we’ve responded – over the past year alone, the Campaign’s International Resource Center awarded 72 grants in 28 countries to advance tobacco control precisely where it’s needed most.
- Big Tobacco is prohibited from sponsoring concerts in the United States. Not so in Indonesia and other developing countries – where smoking rates are highest and where Big Tobacco’s marketing is most aggressive. In July 2008, the Campaign forced Philip Morris International to drop sponsorship of an Alicia Keys concert in Jakarta. In January 2009, the Campaign again demanded that Philip Morris International cease its heavily advertised sponsorship of a major concert known for attracting Indonesian youth.
- The Campaign continues to support a wide range of country-specific victories. We assisted a number of countries and jurisdictions to pass smoke-free laws, including Mexico, Guatemala, Panama, Colombia, India, Turkey and Beijing. In March 2009, the Campaign also played a critical role in the Ukrainian Parliament voting to increase tobacco taxes. Our ties to strong media partners and direct links with media services helped to elevate tobacco control as a public issue that is having an influence on popular opinion, as the country’s growing momentum of smoke-free initiatives indicates.



IN CELEBRATION OF JUDY WILKENFELD

- In April 2009, the Campaign and the Wilkenfeld family were thrilled to announce Rachel Kitonyo of Kenya as the second annual recipient of the Judy Wilkenfeld Award for International Tobacco Control Excellence. Rachel has proven herself to be a dedicated tobacco control advocate, often navigating politically complex situations to make a real difference. Among many gallant accomplishments, Rachel founded the Institute for Legislative Affairs, which shaped and guided Kenyan tobacco control policy into one of the boldest laws in all of Africa.
- When Judy Wilkenfeld passed away on May 24, 2007, the Campaign – and the world – lost an incomparable advocate for tobacco control. Judy was the driving force in creating the Center, and she was loved by everyone at the Campaign. In April 2009, we rejoiced over the creation of the Judy Wilkenfeld Endowment Fund, which underwrites the Wilkenfeld Award recipient’s advocacy work and ensures the continuation of Judy’s legacy by spotlighting advocates who, like Judy, are devoted head, heart and soul to advancing the movement.



Financial Statements

CAMPAIGN FOR TOBACCO-FREE KIDS

Functional Expenses for the Year Ended March 31, 2009

PROGRAM ACTIVITIES:	\$17,497,910
Public information and communications:	\$1,899,886
Research, advocacy and technical assistance:	\$5,146,433
Constituent relations and outreach:	\$586,457
International relations:	\$9,865,134

SUPPORTING SERVICES:	\$2,313,658
General and administrative:	\$1,223,196
Fundraising:	\$1,090,462

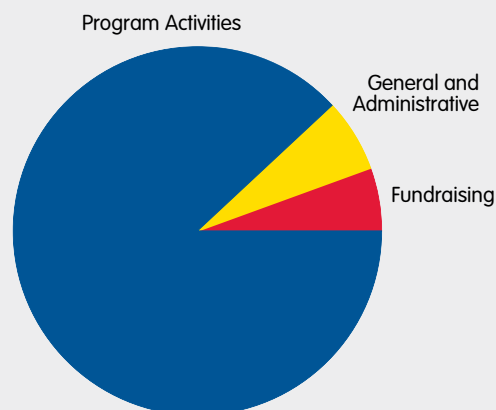
Total Expenses: **\$19,811,568**

Total Income: **\$28,546,227**

Total Net Assets: **\$31,146,875**

Percent spent on program activities: 88%

Percent spent on fundraising: 6%



TOBACCO-FREE KIDS ACTION FUND

Functional Expenses for the Year Ended March 31, 2009

PROGRAM ACTIVITIES:	\$8,829,370
Advocacy, research, communications, constituent relations and outreach:	\$774,181
International programs:	\$8,055,189

SUPPORTING SERVICES:	\$74,433
General and administrative:	\$70,471
Fundraising:	\$3,962

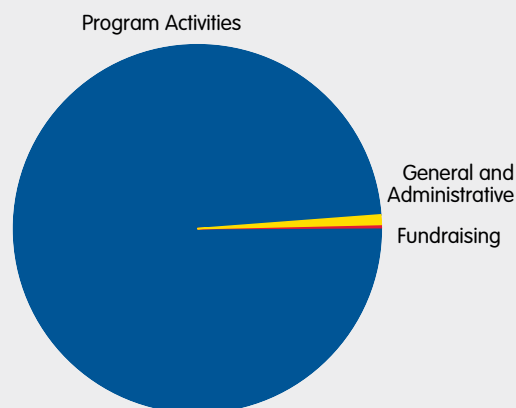
Total Expenses: **\$8,903,803**

Total Income: **\$28,914,963**

Total Net Assets: **\$32,699,609**

Percent spent on program activities: 99.16%

Percent spent on fundraising: .0004%



THANKS

TO OUR DONORS —
EVERY LEVEL OF SUPPORT
ADVANCES OUR FIGHT FOR A
TOBACCO-FREE FUTURE.

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

Wilkenfeld Donors

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Jon Wilkenfeld and family

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Italics = Action Fund donor
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**The Campaign for Tobacco-Free Kids would like to give special thanks
to the following donors who made contributions to the Judy Wilkenfeld Endowment Fund.**

Ms. Sharon Alperovitz
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Mr. John Elligers
Global Technology Educational Services
Ms. Elaine Kolish
Mr. Patrick Szymanski
Jon Wilkenfeld and family
Johnson & Johnson

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Alliance of the American Dental Association
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American College of Obstetricians & Gynecologists
American College of Occupational & Environmental Medicine
American College of Physicians
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American College of Preventive Medicine
American College of Prosthodontists
American Dental Association
American Dental Education Association
American Dental Hygienists' Association
American Heart Association (AHA)
American Legacy Foundation
American Lung Association (ALA)
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National Association of Secondary School Principals
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United Methodist Church, Women’s Division
United Methodist General Board of Church and Society
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World Sikh Council – American Region



Every gift helps. The Campaign for Tobacco-Free Kids knows how to eliminate tobacco-related death and disease. But whether we can hinges on help from you.

There are many ways to contribute, and we invite you to consider the following opportunities:

- **Gifts of Cash:** A gift via check or credit card is one of the easiest ways to support the Campaign's work, and can be arranged via mail, online or telephone.
- **Matching Gifts:** Double your donation by including your employer's matching gift form with your gift.
- **Monthly Gifts:** With a minimum donation of \$5 per month, your gift can be charged automatically to your credit card.
- **Tribute Gifts:** Honor a loved one's special occasion or accomplishment with a contribution in their name.
- **Gifts of Stock:** Take advantage of tax savings by donating appreciated securities.
- **Wills and Bequests:** Name the Campaign for Tobacco-Free Kids as a beneficiary of your will or living trust.

Please call 202.296.5469 to speak with John Keightley, Vice President of Development, about which method is right for you.

**On behalf of everyone at the Campaign for Tobacco-Free Kids,
thanks for your vision and generosity!**

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