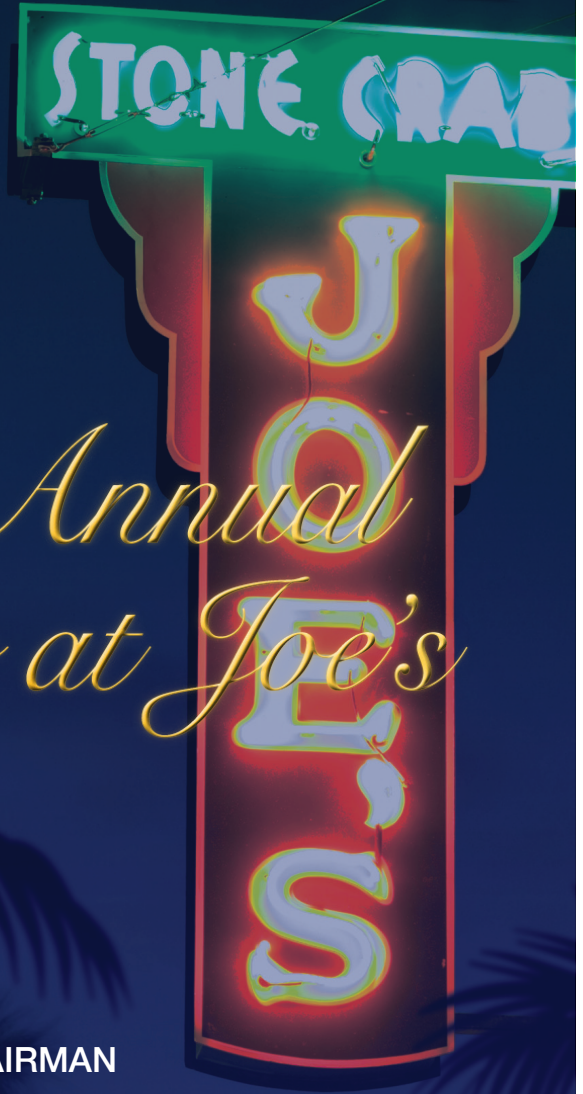




HELPING KIDS GROW UP SAFE,  
HEALTHY & DRUG FREE



# *38<sup>th</sup> Annual Dinner at Joe's*

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## PROGRAM

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*CELEBRATING 80 YEARS IN FLORIDA  
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*and*

**Informed Families**

recognizes and thanks

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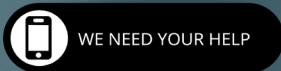
**38<sup>TH</sup> ANNUAL “DINNER AT JOE’S”**



For his dedication to making  
tonight's evening a grand success!

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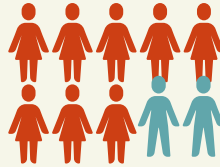
# INFORMED FAMILIES

*by the numbers*

Some details about our reach, our programs, and our impact.

## OUR (ONLINE) REACH

We have a digital audience (email + social media) of 45,000 people in Florida. Of those, 80% are women, 20% are men.

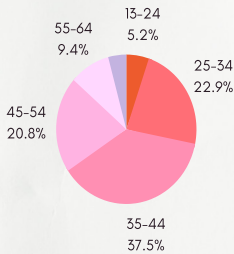


## OUT OF HOME REACH



Through our OoH efforts, we reached approximately 6.5 million Floridians in 2020-21.

Bus shelters, 6.3 million; Geo Targeted Ads, 183,000; Opioid Receipts Printed at Publix Pharmacies, 27,000.



### Audience Age Distribution

80% of our audience is between 25 and 54 years old.

# 774

### Total number of pledge takers

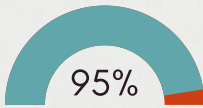
For all campaigns, calendar year 2021, in Florida

### Our Adult Audience is Highly Educated!

Over 70% of our adult responders indicated they have attained a bachelor's or graduate degree.

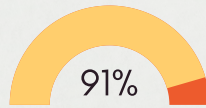
### PARENT PEER GROUPS

90 parents received training on brain development, media, social norms, and parent peer groups. Median score increased from 80% (before training) to 95% (after training).



### LOCK YOUR MEDS

230 adults received training about Rx drug misuse. Median score increased from 73% (before training) to 91% (after training).



## OUR STUDENTS ARE VERY SMART TOO!

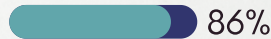
### Lock Your Meds – Vaping Training

340 students receiving training about Rx drug misuse and the dangers of vaping. Median score increased from 43% (before training) to 86% (after training)



### Alcohol Literacy Challenge

190 middle schoolers received training about media literacy. Median score increased from 64% (before training) to 86% (after training).



Your continued support allows Informed Families to implement these impactful programs.

Thank you!

**Adam E. & Chanin Carlin**

*and*

**Richard B. Bermont &  
Anne M. Levy**

Recognize Informed Families on their  
38th Annual Dinner at Joe's and  
congratulate Peggy Sapp and staff for  
all that they do.







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Thank you to Chris Knight and the rest of the Informed Families team for a great evening in support of a great cause.

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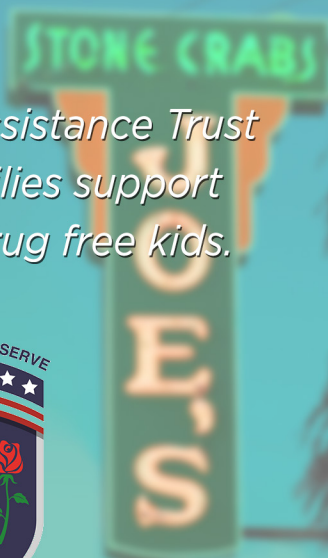
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Support Informed Families and  
their mission to  
"help kids grow up safe, healthy  
and drug free."

# Thank You for Attending our 38<sup>th</sup> Annual “Dinner at Joe’s” Fundraising Event

## How your donation helps our community:

Informed Families’ goals are to inform and involve the public and to help kids grow up safe, healthy and drug free. Our universal prevention campaigns, Family Day, Red Ribbon®, Safe Homes Smart Parties® and Lock Your Meds®, reach millions of Floridians each year through our Ambassador Program in 67 counties in Florida.

*Malik Williams, High School Student said, “I like promoting these campaigns because it raises awareness on important topics. We often see celebrities doing drugs. They may not be intending to say, ‘I think you should do it too,’ but it may come off that way. I don’t want my friends to become statistics.”*

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PARENTS ARE  
THE #1 REASON  
WHY KIDS DON'T  
DO DRUGS

Join our Parent Network  
to keep your family safe.



## Don't let marketing/mass media control your children. Be an Informed Family:

- Know age appropriate behaviors for your children.
- Set appropriate guidelines for your children.
- Monitor your children’s behavior online and with friends.
- Model appropriate behavior.
- Participate in your children’s school and daily life.

## Participate in our Prevention Campaigns:

**Family Day (September)** – A day to eat dinner together as a family that promotes parent/child engagement.



*“Since Family Day started at our school, families have been more engaged with the school community and have a better understanding of how important family time is. We have been hearing more stories about how parents are helping with homework, spending more time understanding curriculum and volunteering on campus. Additionally, our students are more engaged and more aware of the dangers of drug and alcohol abuse.” – Michele Meservey, Educator*

**Red Ribbon Campaign (October 23-31)** – Substance abuse prevention campaign to engage parents, schools and the community.

*“Alcohol and drugs are really hard topics to bring up in schools and often administration and parents do not want to address the issue. I cannot express enough how instrumental campaigns such as Red Ribbon Week can be in the lives of students.” – Morgan McNally, M.Ed. in Counseling, School Counseling*



**Lock Your Meds (January-February)** – Prescription drug abuse prevention awareness.

*“Inside the home, a child should never have a choice to use prescription drugs that have been left unlocked and locking these medications up takes that choice out of the children/teens hands. Thank you so much for making all of us more aware of the tragedy that can await a family from inside the medicine cabinet through your Lock Your Meds campaign.” – Laura Allen-Tummon, Mom*



**Safe Homes Smart Parties (March-May)** – Graduation and prom safety campaign to help parents set guidelines and protect teens.

*“My husband had to identify the body of our daughter, Helen Marie, at the scene of the drug and alcohol-related crash that killed her. I don’t want that to have to happen to anyone. In order to protect our kids, the message needs to be clear. The alcohol industry spends billions getting their message out and our message needs to be just a strong.” – Helen Witty, Mom*



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## **Avison Young is proud to sponsor the Informed Families' 38<sup>th</sup> Annual Dinner at Joe's Stone Crab**

Thank you for your unwavering dedication and steadfast commitment to our community and its children.

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michael.fay@avisonyoung.com

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starting directly at the source.



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# INFORMED FAMILIES “DINNER AT JOE”

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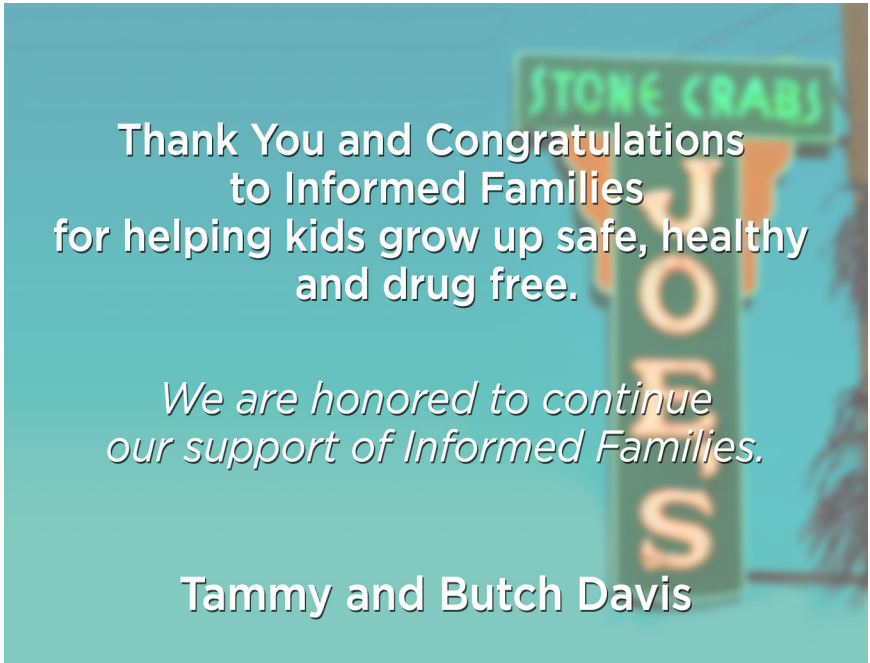
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Thank You and Congratulations  
to Informed Families  
for helping kids grow up safe, healthy  
and drug free.

*We are honored to continue  
our support of Informed Families.*

Tammy and Butch Davis

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The Goldsmith Family Foundation  
congratulates Informed Families on  
your 38<sup>th</sup> Annual Dinner at Joe's.

**Mission Statement:**

*The Goldsmith Family Foundation mission  
is to support educational and humanitarian  
programs for all ages in our community  
and around the world.*

Directors:

*Bertram J. Goldsmith Jr. (Chico), Cynthia R. Goldsmith  
Susan G. Shelley, Robert J. Shelley III*

We are proud to support Informed Families and the 38th Annual Dinner at Joe's and its mission to help our youth grow up safe and healthy.



**Micky Steinberg**

MIAMI-DADE COMMISSIONER, DISTRICT 4



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Miami-Dade County

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**THE FLORIDA FAMILY PARTNERSHIP**

HELPING KIDS GROW UP SAFE, HEALTHY AND DRUG FREE

AND THEIR

**38<sup>TH</sup> ANNUAL  
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OFFICE OF THE MAYOR  
DANIELLA LEVINE CAVA



Together, we can  
make a difference!



Mayor Daniella Levine Cava is proud to support  
Informed Families and their mission to help  
Florida's kids grow up safe, healthy, and drug-free.

*Thank you for all you do to support our families  
in Miami-Dade County.*

 @MayorDaniella

 @MayorDaniella

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GET HELP WITH YOUR SAFE HOMES, SMART PARTIES® CAMPAIGN



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Education.  
Shapes change. Empowers futures.

Thank you Informed Families.



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---

**Thank you Peggy for  
your leadership!**



**Your dedication for 40  
years has made Informed  
Families a success in our  
community.**

---

There is nothing more beautiful than someone who goes out of their way to make life beautiful for others.

– Mandy Hale



**The Logan Family**

*is proud to support*

**Informed Families**

*Helping kids grow up safe,  
healthy and drug free.*

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*Thank you!*

**Informed Families**

Thank you to Informed Families for the wonderful annual event and for all your contributions which are making a difference in the lives of countless families across Miami-Dade and beyond.

Together, we can create a safer, healthier, and drug-free future for our children.

Commissioner  
**Eileen Higgins**  
District 5

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supports  
**Informed Families**

I am proud to continue my support of the great work being done by Informed Families. As a mother of two young children, I am grateful to organizations such as Informed Families that dedicate the resources necessary for our kids and their future.

@CommishDCH



# THE GARNER FOUNDATION

and

## Meg and Jeff Wright

are proud to support

### Informed Families

in helping our community raise safe, healthy  
and drug free children.

THE  
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**IN THEIR CONTINUED EFFORTS TO HELP KIDS  
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**To PEGGY SAPP**

**Thank You Peggy!**

*For your leadership by example,  
 For your foresight as founder,  
 For your enthusiasm 24/7,  
 For your vision to grow,  
 For your courage during crises,  
 For your love for families,  
 For your creativity in life,  
 For your words of wisdom.*



*You are an inspiration to us all.  
 We salute you.  
 We love you, Peggy!*

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**RENE GARCIA**  
 MIAMI-DADE COUNTY COMMISSIONER  
 DISTRICT 13



Thank you to Informed Families for the important work they do to promote healthy behaviors and prevent drug and alcohol abuse among children and teens. Their commitment to helping families navigate the challenges of raising healthy and happy children is truly inspiring.



(305) 820-8424



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*A special thanks to*  
**PHILLIS OETERS**  
*and*

**JO ANN BASS, STEPHEN SAWITZ**  
**AND THE ENTIRE JOE'S STONE CRAB FAMILY**

*for their continued dedication, perseverance and compassion in helping kids grow up safe, healthy and drug free.*

*Peggy and Informed Families staff*





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Betty & \*Alvah Chapman,  
Betty & Paul Huck,  
\*Dorothy & Don Shula &  
Dale and Dennis Webb  
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Mrs. Robert Graham

1986  
Betty & \*Alvah Chapman,  
Nancy & Dick Leslie, Mary  
& Steve Lynch, \*Dorothy &  
Don Shula, Dale & Dennis  
Webb and Nancy &  
Chuck Wilson

1987  
Jody Wolfe & Nancy &  
Chuck Wilson

1988  
Jim Ferrendelli, Sheila Kay  
Johnstone & Lynne &  
Paul Steinfurth

1989  
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Cheri & Sheldon Rosenthal  
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1990  
\*Sissy & Ed Dubois &  
Ellen Thompson  
**Honorary Chairmen**  
Ann & Tim Robbie

1991  
Cheri & Sheldon  
Rosenthal and Marlene &  
Bob Josefsberg  
**Honorary Chairman**  
Fred Taylor

1992  
Sue & Gregory Cesarano  
\*Sissy & Ed Dubois, and Ellen  
Thompson  
**Honorary Chairman**  
David Lawrence

1993  
Sue & Gregory Cesarano,  
\*Sissy & Ed Dubois, and  
Mary & Joel Eaton

1994  
\*Sissy & Ed Dubois &  
Mary & Joel Eaton  
**Honorary Chairmen**  
Mary Anne & Don Shula

1995  
\*Sissy & Ed Dubois, Mary  
& Steve Lynch, Mary &  
Joel Eaton, Laura & Jeff  
Roberts and Janice &  
Ed Russell  
**Honorary Chairmen**  
Mary Anne & Don Shula

1996  
Laura & Jeff Roberts and  
Mary & Joel Eaton  
**Honorary Chairman**  
Don Shula

1997  
Judy & Phillip George and  
Betsy & Bert Rayle  
**Honorary Chairmen**  
Betty & \*Alvah Chapman

1998  
Judy & Phillip George,  
\*Connie & Tony Ridder,  
Laura & Jeff Roberts,  
Mary & Joel Eaton and  
Anna Rentz

1999  
Tammy & Butch Davis  
**Honorary Chairmen**  
Governor and  
Mrs. Jeb Bush

2000  
Mayor Alex &  
Lilliam Penelas  
**Honorary Chairmen**  
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Bush, Senator Ron Silver  
& Representative  
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2001  
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2002  
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2004  
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2005  
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2006  
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2007  
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2008  
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2009  
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2005  
Kerrin F. & Peter L. Bermont

2006  
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2009  
Christy & Dean Klevan  
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2010  
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2011  
Susan & Rob Shelley and  
Cindy & Chico Goldsmith

2012  
Stacy & John Bolduc and  
Ashley & James Cusack

2013  
Ivette & John Hofmann  
and Neca Logan

2014  
Dorothy & Aaron Podhurst

2015  
Phillis Oeters and  
Anita & Ron Shuffield

2016  
Nancy & Jon Batchelor  
Anna & Jon Batchelor, Jr.

2017  
Pam Giganti-Bunge & Alfred Bunge  
Dr. Linda Neider & Dr. Paul Sugrue

2018  
Joe Natoli

2019  
Donna Abood  
Michael T. Fay

2020  
Richard Bermont  
Adam Carlin

2021  
Commissioner Sally Heyman

2022  
Karyn & Stuart Grossman

2023  
Christopher E. Knight

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Miami-Dade County - District 6



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TRIAL & APPELLATE LAWYERS

Congratulates

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for its outstanding contributions to the community

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Robert C. Josefsberg  
Joel D. Eaton  
Steven C. Marks  
Peter Prieto  
Stephen F. Rosenthal  
Ricardo M. Martinez-Cid  
Ramon A. Rasco

John Gravante  
Lea P. Bucciero  
Matthew Weinsall  
Kristina Infante  
Pablo Rojas  
Christina Martinez  
Zachary S. Gorwitz

Karen Podhurst Dern  
Of Counsel

Robert Orseck (1934 - 1978)  
Walter H. Beckham, Jr. (1920 - 2011)

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**AND PEGGY SAPP**

President of Informed Families (and our beloved Director)

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