

HELPING KIDS GROW UP SAFE, HEALTHY & DRUG FREE

# 37<sup>th</sup> Annwal Dinner at Joe's

CELEBRATING AND HONORING
MARY EATON

ORDER OF THE GOLDEN CLAW SPONSORS

Nancy Jean Davis Podhurst Orseck, P.A.

**CO-CHAIRS** 

Karyn and Stuart Grossman

**PROGRAM** 





Remembers Mary Eaton for all that she has done for Informed Families and our community at large.



We were privileged to stand with her.



Peggy Sapp

and

Informed Families

recognizes and thanks

#### KARYN and STUART GROSSMAN

Co-Chairs of the

37<sup>™</sup> ANNUAL "DINNER AT JOE'S"



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

Thank you.

## Celebrating and Honoring Mary Eaton

Mary Eaton died unexpectedly from a fall on New Year's Day. As you know Mary, was an angel among us, her smile lit up the room, and her good heart made us all want to be better people.

As one of the original Informed
Families' Board members and
later Informed Families' Board of
Trustees Chairman, her meetings
always had candy and fun
decorations to help us deliberate serious discussions.



As one of the Founding Members of *Informed Families'* "Dinner at Joe's", Mary was the sweetest arm twister for getting people to sponsor tables at the event. Who could say no to Mary?

Mary loved Informed Families and we loved her back, we will feel her loss and miss her forever.

Our sincere sympathy to: Joel, Mary's husband of 54 years, her three sons, their wives and grandchildren Doug and Molly (Jack and Grace), Darryl and Isa (Samuel, Otis, Story Bird), David and Erin (Cylar) and her sisters Anita Young and Barbara Taylor. Mary had a large extended family and she loved each and every one of them dearly.

We are grateful for each day we shared with Mary,

Peggy

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Remembering fond trips to Beech Mtn, NC with my sister, Mary. She showed me the colors of life. She colored all our lives with her kindness.

Barbara Taylor





In Loving Memory of Mary B. Eaton and her tireless work to keep Fouth Florida's children safe, healthy and drug free.

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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.

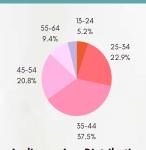




#### OUT OF HOME REACH

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.



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!

#### Morgan Stanley



Bermont Carlin Wealth Management at Morgan Stanley congratulates

Informed Families on 40 years of unwavering commitment to helping educate parents and their children to grow up safe, healthy and drug free.

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In honor of Mary Eaton.

A great wife, mother, and grandmother.

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For over 30 years, Informed Families has partnered with Joe's to help kids grow up safe, healthy and drug free and we're excited to continue to support those efforts and to celebrate the return of the Annual Dinner.



For over 30 years, we've loved coming to work and making a positive difference in our clients' financial lives.

At Meira (Formerly The Lubitz Financial Group), we're committed partners, working alongside our clients to illuminate possibilities, create a financial roadmap, and help them pursue a quality life, reimagined.

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#### Thank You for Attending our 37<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."



## 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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Honors the Loving Memory

Her commitment and invaluable contributions to our community will be truly missed

and

Congratulates

Informed Families

Helping Kids Grow Up Safe, Healthy & Drug Free for its outstanding contributions to the community

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

John Gravante Lea P. Bucciero Matthew Weinshall Alissa M. Del Riego Kristina Infante Pablo Rojas Christina H. Martinez

Karen Podhurst Dern Of Counsel

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

## PodhurstOrseck

TRIAL & APPELLATE LAWYERS

In Loving Memory

Mary Eaton



#### INFORMED FAMILIES' 37TH ANNUA

#### ORDER OF THE GOLDEN CLAW

Nancy Jean Davis Podhurst Orseck, P.A.

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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 support the Informed Families organization.

Tammy and Butch Davis

The Goldsmith Family Foundation congratulates Informed Families on your 37th 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



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Honors Informed Families and Mary Eaton for their exceptional contributions to our community and children.

Sidney Goldberg and Jeffrey Hirsh







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#### **NANCY JEAN DAVIS**

For your Generous Gift to help keep kids safe, healthy, and drug free.





/////////

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JOSE "PEPE" DIAZ

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is proud to support



InformedFamilies
THE FLORIDA FAMILY PARTNERSHIP

HELPING KIDS GROW UP SAFE, HEALTHY AND DRUG ERFE

Thank you for your dedication and outstanding contributions to educating students and families to work together to build a safe, healthy, and drug-free community for all.

#### District 12 Office

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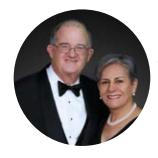




proudly supports
Informed Families

Thank you Peggy for your leadership!





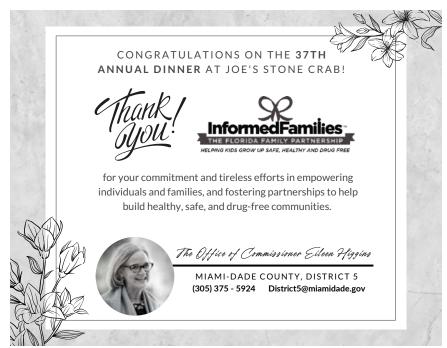
Your dedication for 40 years has made Informed Families a success in our community.

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.





For their commitment to the health and safety of children and families through education and advocating a drug-free lifestyle, we salute **Informed Families.** 

J.P.Morgan

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and

#### **Meg and Jeff Wright**

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



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IN THEIR CONTINUED EFFORTS TO HELP KIDS GROW UP SAFE, HEALTHY AND DRUG FREE

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#### To PEGGY SAPP

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!

Charlie and Marabel Morgan

#### Thank You Peggy!



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## Sally A. Heyman Miami-Dade County Commissioner

congratulates



HELPING KIDS GROW UP SAFE, HEALTHY AND DRUG FREE

on their

37th Annual Informed Families Dinner at Joe's May 9, 2022

Continue to do great things!

