



THE POWER OF TOGETHER

A CELEBRATION OF OUR PARTNERS • IMPACT 2020



“ This year, COVID-19 has impacted every part of our lives. We are so grateful to the many people and organizations who have come together to make a difference. Thanks to your partnership, the CDC Foundation has been able to support numerous public health needs across the United States—helping to save and improve countless lives. ”

JUDY MONROE, MD, PRESIDENT AND CEO, CDC FOUNDATION

PROGRAM HIGHLIGHTS

COVID-19 EMERGENCY RESPONSE

As the nonprofit that supports the Centers for Disease Control and Prevention (CDC) and the critical work of public health, the CDC Foundation became a central part of the emergency response. Hundreds of thousands of individuals contributed. Corporations supported emergency response programs. Celebrities shared important safety messages. Musicians gave concerts to raise money. Athletes challenged each other. Social media platforms joined in to help get the word out. In total, nearly \$173 million was raised for the COVID-19 response during the fiscal year. CDC Foundation staff worked throughout the country to ensure the rapid and effective deployment of support and to fill gaps in public health.

RAISING AWARENESS OF MATERNAL MORTALITY

Tragically, approximately 700 women die each year in the United States as a result of pregnancy-related complications, according to CDC. And American Indian, Alaska Native and Black women are two to three times more likely to die from a pregnancy-related complication than white women. Hear Her, CDC's national communication campaign, brings attention to maternal mortality and provides support to pregnant and postpartum women to speak up when something does not feel right. The initiative is supported through a partnership with the CDC Foundation and funding from Merck through its Merck for Mothers program. The campaign includes a suite of resources in English and Spanish.

2020 YEAR IN REVIEW

\$266,801,703

Contributions from donors and partners to help CDC save and improve more lives. This includes \$172,753,736 for the COVID-19 response

222

99 domestic and 105 global programs with CDC

142

Countries impacted through CDC Foundation programs made possible by our donors

129 & 93

129 domestic and 93 global programs with CDC and public health partners

\$1,218,561,090

Raised by the CDC Foundation to support 1,217 programs since 1995

2,318

Partnerships—philanthropies, corporations and organizations—working together to make an impact

Data is from July 1, 2019–June 30, 2020.



“ The CDC Foundation continues to be the bridge that connects CDC with incredibly valuable partners and resources. The CDC Foundation has worked throughout the unprecedented COVID-19 crisis to strengthen these relationships, which broaden CDC’s reach—and advances our mission of saving lives and protecting people from health threats. ”

ROCHELLE P. WALENSKY, MD, MPH, DIRECTOR, CENTERS FOR DISEASE CONTROL AND PREVENTION

PROGRAM HIGHLIGHTS



MONITORING E-CIGARETTE USE AMONG YOUTH

Since their introduction into the U.S. marketplace in 2007, the number, type and flavors of e-cigarettes available for purchase have increased dramatically. Product innovations and flavors have contributed to increases in U.S. youth e-cigarette use to epidemic levels. In 2020, 3.6 million U.S. youth used e-cigarettes, and more than 8 in 10 used flavored e-cigarettes. To better understand flavored e-cigarette products and their use, the Monitoring E-Cigarette Use Among Youth project with funding from Bloomberg Philanthropies is working to add more nuanced, key indicators to state-based youth surveillance systems, accessing real-time data on retail sales of e-cigarettes and leveraging longitudinal web-based surveys.



BUILDING CAPACITY TO PREVENT VETERAN SUICIDE

Suicide is the tenth leading cause of death in the United States, according to CDC, with responsibility for more than 48,000 deaths in 2018. Tragically, the rate of death by suicide for veterans is 1.5 times greater than for those who have not served in the military and is particularly high among young veterans aged 18–35. To help address the challenge of veterans’ suicide, the CDC Foundation, with funding and technical assistance from CDC, is working on a project to build evaluation capacity among veteran-serving organizations implementing programs that support an upstream public health approach to suicide prevention among U.S. veterans. As a part of this collaboration, 10 veteran-serving organizations were awarded grants to develop and implement an evaluation plan and build their capacity for ongoing program evaluation.



EVALUATING A NATIONAL HPV VACCINE

Cervical cancer is the leading cause of mortality from all cancers in Senegal and Zimbabwe. In Tanzania, cervical cancer is the leading cause of female cancer with almost 10,000 new cervical cancer cases and 7,000 estimated deaths annually. An HPV evaluation project is being conducted in Tanzania, Senegal and Zimbabwe to gain a better understanding of the successes and challenges that arise with a national introduction of the HPV vaccine. This project is aiming to gain a better understanding of the transition to national scaleup, program planning and implementation, communication, social mobilization and training, vaccine delivery and financial implications for sustainability. This work is supported by the Global Alliance of Vaccines and Immunizations (GAVI).



PROTECTING CHILDREN FROM VIOLENCE

An estimated one billion children experience sexual, physical or emotional violence each year making it a leading public health and human rights concern. Violence in and around educational settings is a global issue, as violence has been associated with lower enrollment, lower attendance, higher dropout rates and lower learning achievement. In particular, adolescent girls face significant barriers in access to quality education. Little is known about the complexities of gender-based violence and its effects on education in humanitarian, conflict and post-conflict settings. To address this need, CDC and the CDC Foundation, in partnership with Together for Girls, conducted a secondary data analysis of Violence Against Children and Youth Survey (VACS) data focusing on the intersection between violence and educational access. The project also explored an adaptation of the VACS for populations affected by humanitarian crises.



For the fourteenth year in a row, the CDC Foundation received a 4-star rating from Charity Navigator. Only 1 percent of charities rated have received 14 consecutive 4-star evaluations.