

MedShadow Foundation

2024 ANNUAL REPORT

FISCAL YEAR: September 2023 - September 2024

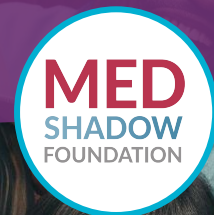




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A WORD FROM SU ROBOTTI

2025 AND BEYOND

For more than a decade, I have had the privilege of serving in three roles at MedShadow Foundation: Board President, Executive Director of MedShadow, and Executive Director of DES Action USA. This June, the MedShadow team and I welcomed Diane Salvatore as the new Executive Director of MedShadow, succeeding me in this important role. I'm thrilled about Diane's leadership and the exciting future ahead for MedShadow.

Diane is a highly accomplished health journalist, editor and executive who brings a wealth of experience and strategic expertise. Her vision and skills position MedShadow to thrive in the face of today's challenges. One of the biggest hurdles we face is the rapidly evolving landscape of internet search algorithms. Smaller sites like MedShadow are increasingly losing visibility, making it harder for people to find our critical resources.

Diane's mission is to address this challenge head-on by fostering stronger connections with our visitors and significantly expanding our reach on social media. We're also excited to soon launch a suite of newsletters and a mobile app, creating a dynamic network of subscribers who can easily share our content with family and friends. These efforts will help ensure our vital information reaches a broad and engaged audience.

A WORD FROM SU ROBOTTI

continued...

While I've passed the torch as MedShadow's Executive Director, I will continue to serve as Board President of the MedShadow Foundation and Executive Director of DES Action USA. Additionally, I am embracing a renewed focus on advocacy and education about the side effects of medicines. Through more writing, speaking engagements, and outreach efforts, I aim to amplify MedShadow's mission beyond our website and social platforms.

DES Action remains a cornerstone of support and information for individuals exposed to diethylstilbestrol (DES) in utero, their mothers, and the next generations impacted by this drug. Unfortunately, the effects of DES persist beyond those directly exposed, affecting some grandchildren of women prescribed DES. DES Action continues to be the most comprehensive and trusted online resource for DES-related information. MedShadow Foundation is deeply committed to maintaining and updating this vital platform.

Thank you for your ongoing support. Together, we can continue to advocate for safe medication practices and provide essential resources to those who need them most.

Warm regards,

Su Robotti, Board President, MedShadow Foundation

Executive Director, DES Action USA



EXECUTIVE DIRECTOR'S LETTER

Dear Board Members, donors, contributors, volunteers and supporters:

This past year marks the beginning of MedShadow Foundation's most significant transformation. As Suzanne Robotti, Founder and President, began to move fully into her role as our lead advocate and spokesperson, I had the honor, in July 2024, of joining as the first dedicated Executive Director.

A key initiative that kicked off is re-embracing MedShadow's roots and role as a non-profit and advocacy organization aimed uniquely at illuminating the side effects of RX and OTC medications.

That means we've begun the journey to bringing increased transparency and accountability to the development and distribution of drugs – including by players as varied as the FDA, overseas labs and pharmacy chains. We will do this through our explanatory and investigative journalism, and partnerships with our users and key stakeholders.



EXECUTIVE DIRECTOR'S LETTER

continued...

We begin all this at a very charged moment in the life of American society and government, when the November 2024 election promised to usher in wide-scale disruption – and therefore more public scrutiny – about medication concerns, including choices about what RX drugs do–and don't–get researched and brought to market. We know this is exactly when and where MedShadow's deeply researched scientific content will be most helpful and illuminating.

We believe 2025 will be a year of invigorating progress! Thank you for joining us on the journey!

Diane Salvatore

Executive Director



THE JOURNEY FORWARD

In creating our new budget over the summer, MedShadow made meaningful investments and upgrades in key areas that will drive us forward in 2025.

- Content: The quality and depth of our journalism, both service and investigative, by adding new bench strength in reporters and writers, and funding fact checking or medical review of every new article.
- Staffing: A new head of content, and a soon-to-be identified Newsletter Editor, to innovate with our flagship newsletter and launch new premium (paid) ones.
- HR infrastructure in the form of hiring a fractional HR firm to professionalize all of our processes and update our Employee Handbook.

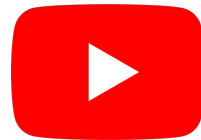
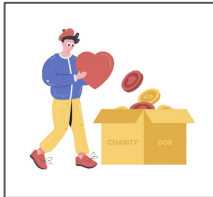
Other meaningful work in progress: Developing audience personas; executing on a refreshed social media strategy; adding prestigious new members to our Health and Medical Advisory Panel (HMAP); launching a Net Promoter Score (NPS) to track our influence in the world, and revising and modernizing our writer contracts.



THE JOURNEY FORWARD *CONTINUED*

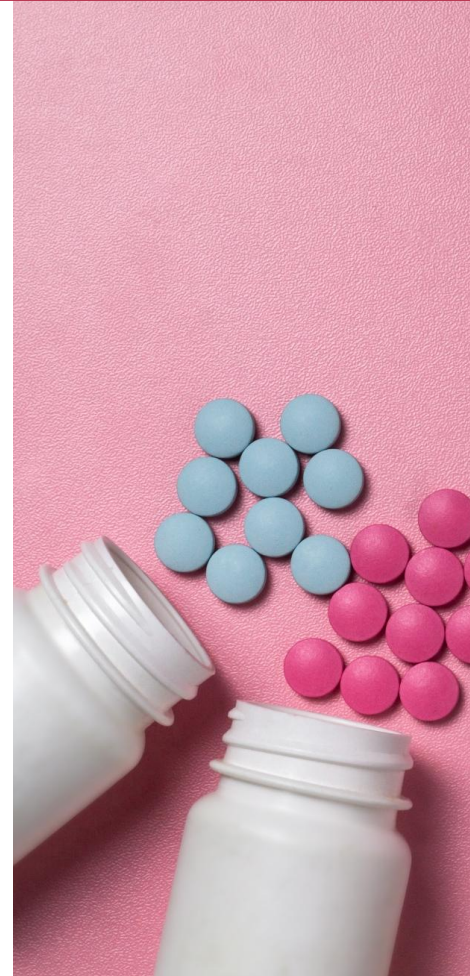
Also on the way:

- A revitalized Giving Campaign program aimed at doubling our donations and standing up a new “Ambassador” program to grow engagement with users and attain email.
- A Medshadow app due to be released from Beta soon.
- A coming site refresh will reflect our renewed advocacy push and promote engagement, donations and newsletters, as well as incorporate best-in-class functionality.



2025 VISION FOR MEDSHADOW

- People will have access to high-quality, science-based information about the benefits and side effects of drugs they take, that is neither generated nor influenced by pharmaceutical companies or for-profit companies.
- People will have access to a community of others who are taking or considering taking medications, in order to have a judgment-free space to ask questions, share concerns, and discuss evidence-based lifestyle interventions.
- Drugstore chains will invest in hiring an appropriate number of pharmacists so that these valuable healthcare professionals (HCPs) can spend time with customers who have questions and concerns, and to promote these HCPs to customers.
- The FDA will increase outreach to the public about drug side effects and education, in user-friendly language, including reforming TV ads.
- The FDA and other regulatory agencies will make drug safety a priority at all points in the system, including manufacturing plant and lab testing site inspections, domestic and abroad.
- People will have access to integrative healing options (nutrition, movement, and mindfulness) designed to manage chronic conditions without relying exclusively on medication.





VOICES OF OUR USERS

“MedShadow provides an excellent platform for raising awareness about the risks and side effects of medications, which are often overlooked in mainstream discussions. The articles are well-researched and balanced, empowering readers to make informed decisions about their health.”

- *Dr. Paul*

“As someone who daily consumes multiple prescriptions, I rely heavily upon the trusted, timely and verified information provided by the MedShadow Foundation. One example was helping me understand the negative interactions between two medications I take for my sleep apnea. It was the proverbial game changer.

The MedShadow team does a phenomenal job of thorough research, excellent analysis and clear compelling explanations. I have shared many of their posts with close friends who, in turn, have become subscribers themselves. That's why it is such a privilege to donate each year to support their invaluable work!”

- *Jerome S, doctor and donor*

“MedShadow Foundation is one of the few health-related nonprofits that DOES NOT accept funding from pharmaceutical-related sponsors. If news is bad about a drug, or MedShadow notices problems with drug regulation by the FDA, they will report on it. This independence, combined with a commitment to accurate and medically reviewed health information, gives readers confidence in the content. Highly recommend this organization and its website medshadow.org to professionals and patients alike!”

- *Kate, librarian and researcher*

MEDSHADOW FINANCIALS



- \$119,759 = Google Ads Grant
- \$1,486,053 = Contributions



- Program = \$1,069,279
- Administration = \$186,637
- Fundraising = \$30,542

Notes: The numbers on this slide have not yet been audited.
MedShadow does not accept funding or support from pharmaceutical or supplement companies.



DES ACTION USA FINANCIALS



● Contributions = \$10,728



● Program = \$45,842

● Administration = \$20,737

● Fundraising = \$0

Notes: The numbers on this slide have not yet been audited.
DES Action does not accept funding or support from pharmaceutical or supplement companies.



Thank you to the **MEDSHADOW** staff

The dedicated, talented, resourceful staff of MedShadow make all our work possible. We thank them and congratulate them for all our progress and successes, now and in the coming year.



Diane Salvatore

Executive Director



Dante Steward

Marketing Director



Jessica DiGiacinto

Head of Content



Max Cherenfant

IT Director



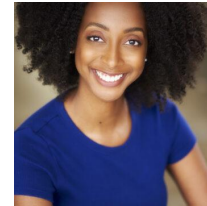
Garnell Bradley

Marketing Producer



Emma Yasinski

Senior Reporter



Angela Smith

Admin Manager

Thank you to the **MEDSHADOW** board

Thank you to Board of Directors for their generous efforts, insights, time and support.

OUR BOARD MEMBERS



Suzanne Robotti



Robert Robotti



Cindy Pearson



Katherine Accera



Kari Christianson



Chris Foster



Brynne Hawrylak



Terence Kannengieser