MEDSHADOW FOUNDATION

2026 ANNUAL REPORT

FISCAL YEAR: September 2025 - August 2026





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EXECUTIVE DIRECTOR'S LETTER

Dear Board Members, donors, contributors, and supporters:

Fiscal year 2026 coincided with large-scale global turmoil, in politics, the economy and technology. None of these affected Medshadow more than the advent of the age of AI summaries and chatbots, the surging use of which by the public required all media organizations to make strategic adjustments to content creation and discoverability. Our strategies to engage with users directly followed industry best practices, including our putting more emphasis on original, in-depth reporting; growing our suite of newsletters; having a strong presence on social media, and engineering visibility for our content and brand in AI search.

At the same time, we joined the Standards for Publisher Usage Rights (SPUR) coalition, a nonprofit which develops technology allowing publishers to track and control how AI companies access and use their content, with the aim of legal defense of transparency, licensing and visibility for media operations that pay to produce the content that AI conglomerates use.

continued



Diane Salvatore

Executive Director, MedShadow Foundation

EXECUTIVE DIRECTOR'S LETTER,

At MedShadow, we believe that people need what we provide more than ever, as pharmaceutical advertising spending skyrockets, including on social media, where pharma-funded influencers don't make clear who is paying for the messaging. Concurrently, life expectancy has grown and conditions such as obesity and mental health are being treated with a growing number of RX options, the result of which is that more Americans are being prescribed more drugs

In order to increase our engaged community, this year we launched a robust fundraising infrastructure reinvigoration by adding a senior development position, investing in customer relationship management technology, and improving all donation touch points in every channel. We also applied for – and were accepted as – members of the Institute for NonProfit News (INN), making us eligible for grant funding from NewsMatch. Read on to learn about other meaningful investments and strategies as we continue to get our message out to the public.

Diane Salvatore Executive Director



Diane Salvatore

Executive Director, MedShadow Foundation

A YEAR OF MEANINGFUL CHANGE

- The MedShadow staff grew to nine, the largest and most expert ever, including two very relevant new roles and hires:
  - Senior Director of Development, Tony Lee, to lead a new strategic initiatives in fundraising
  - Social media manager, Kaylei Fear, to raise our profile on multiple channels
- Our coverage about compromised generic drug safety resulted in a nomination from the Shorty Awards, which rewards innovation in digital content, and our SSRI and adolescents reporting won us an award from Folio, which recognizes excellence in journalism.
- Our latest newsletter, Recall Alert, launched with immediate strong signup response.
- Our social media footprint grew by 82% YOY, with particularly big gains on TikTok and Instagram.
- Our popular franchises, “FDA Updates and Recalls” and “Can I Take This with That?” were turned into searchable databases on the site.



Diane Salvatore

Executive Director, MedShadow Foundation

A YEAR OF MEANINGFUL CHANGE *Continued*

- Our 3-part webinar series on alternative treatments, supplements and pain relief netted 614 sign ups and 342 new newsletter subscribers
- Engagement on medshadow.org surged, thanks to a plethora of ongoing UX website improvements (audio, animations and upgraded photos, article highlights boxes, and a dynamic search bar).
- Our national Siena Research Institute poll on Americans' attitudes about prescription drug advertising reached a potential earned-media audience of 113 million, including coverage in Yahoo Finance.
- We added impressive medical professionals to our Health and Medical Advisory panel (HMAP).
- Staff attendance increased at health, nonprofit and marketing conferences.
- Work began on a "freewall" to encourage users to create an account by giving us their email.
- Work began on a state-of-the-art app for a January 2027 launch.



Diane Salvatore

Executive Director, MedShadow Foundation

WHAT MEDSHADOW STANDS FOR

Because drug side effects and adverse reactions can be difficult to recognize, or are minimized or obscured, we provide evidence-based explanatory and investigative journalism about the safest ways to take over-the-counter (OTC) and prescription (Rx) medications.

We also report on integrative modalities, such as acupuncture and Tai Chi, holding these to the same evidence-based standards of proof, so that people have a full spectrum of options to consider.

Our website doesn't have a paywall so that our content can be free to all. At the same time, we don't accept a dime of pharmaceutical or supplement money and we never have a political ax to grind. This keeps our reporting independent and uncompromised – and allows us to make people's health our priority.

In pursuit of improved drug safety for all, we hope our content stimulates public discussion about ways to improve drug oversight, manufacturing and distribution.

Among other initiatives, we advocate for:

- More frequent, unscheduled inspections of drug manufacturing plants
- Improved Rx drug labels that make clear where active ingredients are made
- More pharmacists staffed at retail drug chains
- Increased FDA oversight of supplements



A WORD FROM SUZANNE ROBOTTI



Suzanne Robotti

Founder & Board President, MedShadow Foundation

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Executive Director, DES Action USA

Dear Friends,

Last year, I told you why MedShadow was taking a closer look at generic drugs. This year, we took that work further. We listened to patients and doctors, gave readers practical ways to learn more about the medicines they take, and brought our concerns directly to the FDA.

About nine out of ten prescriptions filled in the United States are for generic drugs. Generics make medicines more affordable, and millions of us count on them. We should be able to trust their quality every time we fill a prescription.

Our senior editor interviewed patients and physicians for a series of investigative reports on generic drug quality and availability. Our social media team explained how manufacturing and oversight gaps can affect the medicines we take and showed readers how to look up information about their own prescriptions. Those practical posts drew more than 100,000 views.

I led our three-part public webinar series, *Investigating Generic Drugs*. Among our guests were Joe Graedon of *The People's Pharmacy*, Katherine Eban, author of *Bottle of Lies*, and Rosemary Gibson, co-author of *China Rx*. Our marketing and promotions team helped bring the series and our reporting to a wider audience.

continued

A WORD FROM SUZANNE ROBOTTI



Suzanne Robotti

Founder & Board President, MedShadow Foundation

Executive Director, DES Action USA

I'm grateful to our executive director, Diane Salvatore, for keeping all of us focused on what patients and their families could take away from this work.

This spring, I participated in FDA public stakeholder meetings on the reauthorization of the Generic Drug User Fee Amendments. U.S. Senator Kirsten Gillibrand's office also reached out to MedShadow to learn more about generic drug quality and safety as she prepared for a series of congressional hearings on the subject in her role on the Senate Special Committee on Aging.

Shortly after our fiscal year ended, I spoke at two FDA public meetings. On September 16, at the meeting on the Prescription Drug User Fee Act, I called for stronger safety oversight after medicines reach the market. On September 17, at the meeting on the Generic Drug User Fee Amendments, I proposed a QR code that could help patients and pharmacists find out who made a generic medicine and whether it had been recalled.

We'll keep reporting on generic drug quality and pressing for patients to have easier access to that information. If you'd like to know more about the generic medicine you take, our free *How to Monitor Your Generic Medications* guide can help you get started.

continued

A WORD FROM SUZANNE ROBOTTI



Suzanne Robotti

Founder & Board President, MedShadow Foundation

Executive Director, DES Action USA

At DES Action USA, where I serve as executive director, we continued updating our resources for people exposed to diethylstilbestrol (DES), a synthetic estrogen prescribed during pregnancy from the 1940s into the early 1970s. As a DES Daughter myself, I know how much it matters to have reliable information and people you can turn to. Our DES Daughters discussion group continues to offer that support.

As Board President, I'm grateful to my fellow Board members for their stewardship of the Foundation's finances, their oversight of its legal and tax obligations, and their commitment to protecting our independence.

Thank you for reading, watching, sharing our work, and supporting MedShadow. If our reporting or resources have helped you or someone you love, please consider making a donation. Your support pays the people who do this work and keeps it free for everyone. We have never accepted money from pharmaceutical companies, and we never will

Warm regards,

Suzanne

VOICES OF OUR DONORS

"I appreciate the variety of topics and often, particular topics are ones that I or friends or family members are dealing with. The one that grabbed me most recently was about generic drugs. 92% of the drugs we take are generic and they have less oversight than car manufacturing?! I forward many of the materials from MedShadow. ***I'm so glad there is a Medshadow in these days of foolish, and perhaps malicious, cutbacks on the safety issues of late.***"

"MedShadow does what other health and medicine websites fail to do – ***prioritize informed decision-making about health issues over making a quick buck.*** *I know* ***I can trust their information since they don't get pharmaceutical funding.*** *As someone who suffers from Crohn's disease, I'm grateful that Medshadow can stay independent and focus on the people. Thank you!"*

"I am a patient advocate who has written two well-respected books about the healthcare system. I consider the MedShadow Foundation to be one of my ***best resources for unbiased, accurate, thought-provoking information about the medical system.*** *I am grateful to MedShadow every day."*

MEDSHADOW FINANCIALS





- $110,810 = Google Ads Grant
- $1,708,771 = Contributions

- Program = $1,545,927
- Administration = $321,083
- Fundraising = $204,992

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 = $1,291

- Program = $7,280
- Administration = $0
- 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

These talented, committed pros produce our content and do justice to our mission.

OUR STAFF



Diane Salvatore

Executive Director



Dante Steward

Marketing Director



Jessica DiGiacinto

Head of Content



Ruby Anderson

Staff Editor



Tony Lee

Senior Director of Development



Emma Yasinski

Senior Reporter



Jay Serafino

Newsletter Editor



Kristel Tjandra

Staff Reporter



Kaylei Fear

Social Media Manager

Thank you to our ADVISORY Panel

Your expertise enriches our content and improves people's lives. We are grateful!

OUR PANELISTS



Beau Anderson Ph.D.
Molecular Biologist and Certified Acupuncturist



Stefanie Ferreri PharmD,
Pharmacy Educator



Ritu Goel M.D.,
Psychiatrist with a Specialty in Children's and Adolescents



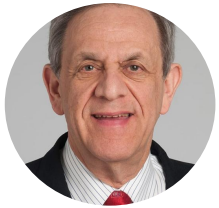
Lillie Rosenthal D.O.,
Physical Medicine and Rehabilitation Physician



Changgi Jung M.D.,
Internist and Geriatrician
Joined in October 2026



Sara Rogers PharmD,
Clinical Pharmacologist and Pharmacogenomics



Harry Lever M.D.,
Cardiologist



Dr. Alyssa Cole Mixon D.O., MBA,
Cancer Rehabilitation and Physical Medicine



Charles Platkin Ph.D., JD, MPH,
Nutritional Health & Obesity Prevention
Joined in September 2026

Thank you to the MEDSHADOW Board

Our Board of Directors is generous in their commitment of insights, time and support.

OUR BOARD MEMBERS



Suzanne Robotti, Founder and President



Robert Robotti, Treasurer



Cindy Pearson



Katherine Accera



Kari Christianson



Chris Foster



Brynne Hawrylak



Patrick Kelly