

VTSF
VIRGINIA TOBACCO
SETTLEMENT FOUNDATION



2007
2007 Annual Report



On the Cover:

Fifth graders Catherine Lazo (left) and Sharon Yat are students in VTSF's Too Good For Drugs program at ESH Green Elementary School in Richmond. The program is taught by Brehonda Cuff-Lewis, an employee of the Richmond Behavioral Health Authority, a VTSF grantee.

Annual Report Credits:

Design by Erin Holmes. Photography by Scott Elmquist.

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VTSF
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Greetings from the Virginia Tobacco Settlement Foundation Board of Trustees!

We are pleased to announce another successful year in our fight to reduce and eliminate the use of tobacco products by the youth of Virginia.

I am proud to tell you that as of this fiscal year, VTSF has hit a milestone: We have directly reached about 750,000 children through our community educational programs taught in public schools and community and faith centers statewide. In FY 2007 alone, 62,607 youth received VTSF-funded instructional programming, learning to live healthier, happier tobacco-free lives.



Furthermore, our marketing campaign continues to enjoy a high rate of recognition among its target market, Virginians ages 10 to 17. An April 2007 market research study conducted by the Southeastern Institute of Research reported that 76 percent of Virginia youth were familiar with VTSF's award-winning prevention campaign, which includes television and radio ads and interactive Web sites.

Still, as successful as we are in reaching out to our young people, much work remains. About 10,800 Virginia children become new smokers every year in Virginia, according to recent studies by the Campaign for Tobacco-Free Kids.

Thank you for supporting our mission to prevent youth smoking over the past year. VTSF is working hard every day for the future health and well-being of Virginia's children. We have shown Virginia how to make a difference in this important health issue. Please help us to continue working to teach our children and grandchildren how to make healthy life choices. To fail in our task is not acceptable.

Thank you,

A handwritten signature in black ink, appearing to read "Rickie E. Fulcher".

Rickie E. Fulcher

Chairman

Virginia Tobacco Settlement Foundation Board of Trustees

As the Virginia Tobacco Settlement Foundation continues our mission of reducing

and preventing youth tobacco use, it is our ongoing challenge to keep up with the ever-changing trends of today's teens and tweens. I am happy to report that VTTSF exceeds expectations in successfully reaching Virginia youth through their own culture.



More and more young people are spending their online leisure time visiting social networking Web sites, so in 2007 VTTSF launched Veeay.com, our own social networking site for Virginia youth ages 10 to 15. Named after the two letters used in the abbreviation of Virginia, Veeay contains more safety protocols than other such sites, while allowing kids to participate in the online social activities they enjoy. While contacting their school friends online, VTTSF reaches out to them with helpful information about the dangers of tobacco use. Within the first four months, more than 1,500 Virginia kids created personal profiles on Veeay, and more than 250 kids showed up to a weekend Veeay launch event in Abingdon.

Veeay is just one of the many teen-friendly methods by which VTTSF reaches Virginia's young people. Also this fiscal year, VTTSF launched a pilot effort aimed at reducing tobacco use and violence among urban youth. In cooperation with local community leaders and law enforcement, VTTSF sponsored successful, sold-out hip-hop events called 2Up2Down in Norfolk and Richmond that encouraged youth to have fun while learning how to make smart lifestyle choices.

About 80 percent of today's adult smokers began smoking as teens, many as early as age 12. That's why it's incumbent upon VTTSF to stay ahead of the youth cultural curve, ensuring that today's and tomorrow's teens grow up to be happy, healthy adults.

Sincerely,

A handwritten signature in cursive script that reads "Marty H. Kilgore".

Marty H. Kilgore

Executive Director

Virginia Tobacco Settlement Foundation (VTTSF)

Chairman

Rickie E. Fulcher, of Stuart, director of retail operations, Clark Gas & Oil Co.
(term expires June 30, 2010)

Vice Chairman

Patrick J. Hughes, of Richmond, director of operations, Richmond Cold Storage Inc.
(term expires June 30, 2007)

Members

Sanjeev K. Aggarwal, M.D., of Arlington, Georgetown University Hospital, Radiation Medicine
(term expires June 30, 2009)

Curtis Coleburn, chief operating officer, Virginia Department of Alcoholic Beverage Control

Edda Collins Coleman, of Fairfax, Department of Federal Affairs, American Academy of Pediatrics
(term expires June 30, 2007)

Kevin R. Cooper, M.D., of Midlothian, professor, Virginia Commonwealth University School of Medicine
(term expires June 30, 2009)

Richard Crittenden, of Richmond, youth member
(term expires June 30, 2009)

Pamela J. Daffern, M.D., of Glen Allen, Allergy, Asthma & Sinus Center of Central Virginia
(term expires June 30, 2009)

Jose F. Dimas, of Vienna, legislative representative, National Center for State Courts
(term expires June 30, 2009)

Audrey Douglas-Cooke, of Virginia Beach, manager for outpatient services, Sentara Virginia Beach Hospital
(term expires June 30, 2007)

Don Gehring, of Richmond, Vice President Government Relations and Health Policy, Virginia Commonwealth University and VCU Health System Authority (term expires June 30, 2010)

The Honorable Emmett W. Hanger Jr., State Senator representing the 24th District
(concurrent with Senate term)

John O. James Jr., of Charlottesville, Program Director, News Radio WINA 1070 AM
(term expires June 30, 2010)

The Honorable William R. Janis, Member of the House of Delegates, representing the 56th District
(concurrent with House term)

Debra Keith, of Gate City, school nurse coordinator, Scott County Public Schools
(term expires June 30, 2007)

Rakesh C. Kukreja, Ph.D., of Richmond, professor, VCU Medical Center, Cardiology Division
(term expires June 30, 2007)

James Lund McDaniel, M.D., of Franktown, attending physician and medical director, respiratory therapy, Shore Sleep Diagnostic Center & Pulmonary Function Laboratory, Shore Memorial Hospital, Nassawadox, president and chief administrative officer, Eastern Shore Physicians & Surgeons Inc.
(term expires June 30, 2010)

Keith Newby Sr., M.D., of Norfolk, Cardiologist, Cardiology & Arrhythmia Consultants Inc.
(term expires June 30, 2010)

Ralph Northam, M.D., of Norfolk, Pediatrician, Division of Neurology, Children's Hospital of the King's Daughter (term expires June 30, 2010)

The Honorable John H. O'Bannon, III, M.D., Member of the House of Delegates, representing the 73rd District (concurrent with House term)

Carlos Quintela, of Oakton, teaching assistant for Fairfax County Public Schools, youth member
(term expires June 30, 2009)

Robert B. Stroube, M.D., M.P.H., Commissioner of Health, Virginia Department of Health

The Honorable John Watkins, State Senator representing the 10th District
(concurrent with Senate term)



Background

The Virginia Tobacco Settlement Foundation's nationally recognized youth tobacco-use prevention methods focus on four major initiatives: **Programs, Marketing, Research and Enforcement**. VTSF estimates that this comprehensive approach to reducing and preventing tobacco use annually helps prevent about 48,500 Virginia children from becoming new smokers, and will reduce tobacco-related deaths by about 15,000 per year in the coming decades. Due in large part to the VTSF's efforts to prevent youth from becoming adult smokers, VTSF estimates that the Commonwealth will save about \$840 million in smoking-related health care costs in coming decades.

VTSF STAFF

Central Office Staff

701 East Franklin Street, Suite 501
Richmond, Virginia 23219

Marty Kilgore, *Executive Director*
Margaret White, *Deputy Director*
Rita Angelone, *Resource Development
Coordinator*

Terri-ann Brown, *Program Specialist*
Eloise Burke, *Senior Executive Assistant*
Richard Foster, *Public Affairs Coordinator*
Donna Gassie, *Director of Programs*
Wilma Jordan, *Business Manager*
Charlie McLaughlin Jr., *Program Specialist*
Danny Saggese, *Director of Marketing*

Field Staff

North Region

Lisa Brown, *Grants Program Administrator*
2465 Centreville Road #J17-106
Herndon, VA 20171

Central Region

Henry Harper, *Grants Program Administrator*
2878 James Madison Hwy.
Bremo Bluff, VA 23022

Southeast Region

Judy Link, *Grants Program Administrator*
7100 George Washington Memorial
Highway, Building B, Suite 14
Yorktown, VA 23692

Southwest Region

Jenny Martin, *Grants Program Administrator*
Research Building VII
1700 Kraft Drive, Suite 2416
Blacksburg, VA 24060

Master Settlement Agreement

In 1998, the Attorneys General of 46 states, including Virginia, signed the Master Settlement Agreement (MSA) with the four largest tobacco manufacturers in the United States to settle state suits to recover costs associated with treating smoking-related illnesses. The spirit and intent of the MSA was to provide states with funding for tobacco-use prevention programs that would ultimately lower the prevalence of tobacco use, thus lowering long-term medical costs to care for citizens with tobacco-related diseases. According to the MSA, the tobacco manufacturers are projected to pay the settling states in excess of \$200 billion in a 25-year period. Virginia is expected to receive \$4 billion.

Creation of VTSF

In 1999, the Virginia General Assembly established the Virginia Tobacco Settlement Foundation (VTSF) to lead Virginia's youth tobacco-use prevention efforts. VTSF achieves this goal through funding education, research, marketing and enforcement initiatives. The General Assembly allocated 10% of Virginia's MSA funds to the VTSF to lead the Commonwealth's youth tobacco-use prevention efforts.

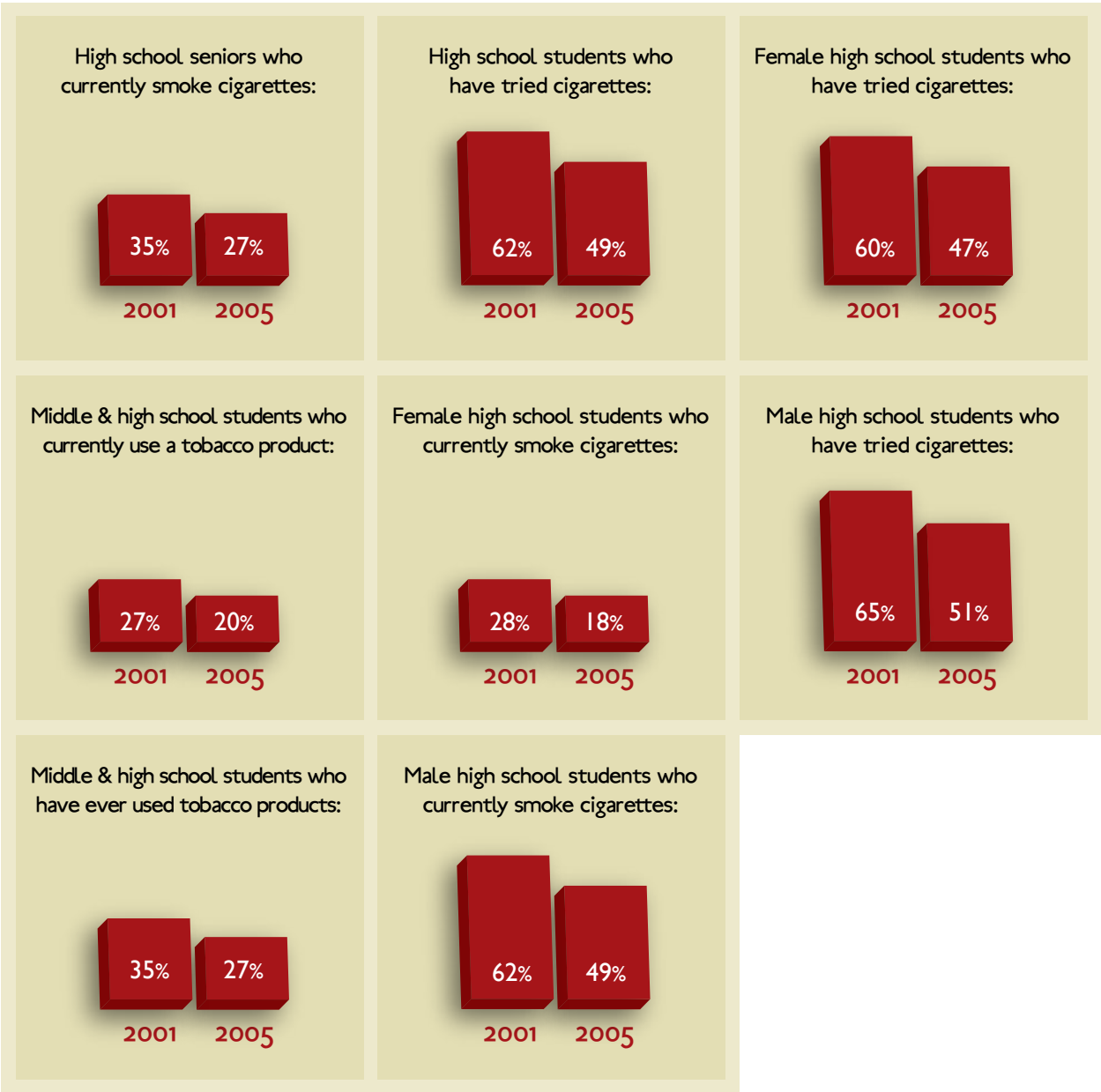
The VTSF Board of Trustees developed its goals and objectives to include:

- Educating youth about the adverse health, economic and social effects of tobacco use to reduce the social, economic and environmental effects of tobacco use by youth
- Educating parents and guardians about the adverse health, economic and social effects of tobacco use on their children
- Promoting school and community-based programs that target youth tobacco-use reduction
- Serving as an advocate/resource to Virginia lawmakers on legislative initiatives to reduce youth tobacco use
- Promoting research to study ways to reduce the deleterious effects of tobacco as well as to reduce the social, economic and environmental effects of tobacco use by youth
- Developing marketing strategies to promote the efforts of the Foundation
- Serving as the hub of all youth tobacco-use reduction efforts in the Commonwealth by creating a comprehensive approach to the issue
- Leveraging the resources of the Foundation to encourage private-sector investments in order to develop public/private partnerships to address this issue.

Since 2001, The Virginia Tobacco Settlement Foundation (VTSF) has commissioned the biennial Virginia Youth Tobacco Survey (YTS) of middle school and high school students. Public school students in grades 6 through 12 were surveyed about tobacco use, availability of tobacco products, environmental tobacco smoke, tobacco prevention education, tobacco advertisements and depictions of tobacco use in the media. The

latest survey was conducted in fall 2005 by Virginia Commonwealth University's Survey and Evaluation Research Laboratory (SERL) and Community Health Research Initiative (CHRI). Results were released in spring 2006. More than 2,200 students (1,124 middle school students and 1,090 high school students) were surveyed in schools across the Commonwealth. In FY07, the VTSF awarded VCU \$133,571 for the fall 2007 YTS.

Some sample data:



Calculated margin of sampling error: +/- 1% to +/- 5%

Programs



Licensed Professional Counselor Arika Van Brunt with the Center for Alexandria's Children's Preschool Prevention Team leads a session of the AI's Pals program with preschoolers at Creative Play School in Alexandria, Va. AI's Pals uses brightly colored puppets to teach youngsters about making healthy life choices. Van Brunt's team oversees implementation of AI's Pals for the Alexandria Community Services Board, a VTSF grantee. Her team also offers regular parent workshops, staff consultation and individualized support for children as needed.



VTSF is committed to involving Virginia's communities in the effort to prevent and reduce youth tobacco use through tobacco-use prevention and cessation programs. Taught at hundreds of public schools, community recreation centers, faith centers, day cares and preschools statewide, VTSF's evidence-based community educational programs provide direct interaction with young people throughout their childhood and are a key element in changing youth attitudes and behaviors about tobacco use.

During FY07, VTSF directly served 62,607 youth across Virginia through 74 grant programs funded at a total of \$3.5 million. VTSF awarded 50 three-year grants and 25 one-year grants. Grant recipients included nonprofit organizations, faith groups, schools and other community groups.

VTSF Compendium of Programs

All of the funded grants utilized programs found in VTSF's Compendium of Tobacco Use Prevention Programs for Youth. The Compendium programs address issues relative to tobacco-use prevention including primary tobacco-use prevention education, tobacco cessation, early tobacco intervention and reduction, advocacy, youth empowerment and social-

skills building. These evidence-based programs are recognized by national, state and nonprofit organizations as model, promising or effective tobacco-use prevention programs. VTSF provides extensive training for grantee classroom facilitators, teaching instructors how to more effectively reach young people through our Compendium programs.

VTSF COMPENDIUM PROGRAMS

All Stars	•	Not On Tobacco
Al Pal's	•	Positive Action
Creating Lasting Families	•	Project Alert
Ending Nicotine Dependence	•	Project EX
Helping Teens Stop Using Tobacco	•	Project Toward No Drug Use
Intervening with Teen Tobacco Users	•	Project Toward No Tobacco Use
Know Your Body	•	Skills for Adolescence
LifeSkills Training	•	Too Good for Drugs

Training Contracts

Each year, VTSF offers capacity building and tobacco prevention program training for grantees and other organizations throughout Virginia. In 2007, VTSF partnered with the following to conduct the trainings:

Tobacco Technical Assistance Consortium (TTAC) \$45,131

To help increase tobacco control knowledge and build capacity among statewide tobacco-use prevention and substance-abuse professionals throughout the Commonwealth.

James Madison University (JMU) \$32,081

Assist new and experienced prevention practitioners integrate basic science-based prevention information into practice; understand the need, value, and necessity of evaluating programs; and understand the importance of cross-agency collaboration.

New Perspectives of Indiana, Inc. \$4,000

Outlines resiliency factors in high-risk children and adolescents and provides practitioners with techniques to effectively deal with difficult students.

Steve Hixon -Youth Program Consultant \$3,800

Engage prevention professionals into gaining insight and practical knowledge of positive ways in which youth can contribute to make programs more successful and examine practical disciplinary strategies and techniques for pre-adolescents, adolescents and teenagers.

Program Evaluation

VTSF conducts rigorous evaluations of our programs to track their success and reach. Evaluations measure such factors as a student's ability to resist peer pressure and their knowledge of harmful effects of tobacco use. VTSF contracted with Virginia

Commonwealth University's (VCU) Community Health Research Initiative (CHRI) to provide a comprehensive evaluation of the 75 grant programs. The VTSF awarded VCU \$260,000 for these evaluation services.



FY 2007 VTSF Program Grantees

Grantee	Program(s)	Grant Amount
Accomack County Public Schools	Too Good for Drugs	\$21,010
Alexandria Community Services Board	Al's Pals	\$72,498
Alleghany Highlands YMCA	Al's Pals, Positive Action	\$28,925
Alliance for Families and Children of Central Virginia	LifeSkills Training	\$54,846
Alternatives, Inc.	Al's Pals	\$59,449
American Lung Association of Virginia - Central	Not on Tobacco (N-O-T)	\$68,341
American Lung Association of Virginia - Central	Not on Tobacco (N-O-T)	\$65,411
American Lung Association of Virginia - North	Not on Tobacco (N-O-T)	\$65,085
American Lung Association of Virginia - Southeast	Not on Tobacco (N-O-T)	\$63,286
American Lung Association of Virginia - Southeast	Not on Tobacco (N-O-T)	\$64,486
American Lung Association of Virginia - Southwest	Not on Tobacco (N-O-T)	\$61,189
Appomattox County Schools	Al's Pals	\$46,538
Bland County Public Schools	LifeSkills Training	\$28,547
Blue Ridge Behavioral Healthcare	Too Good for Drugs & All Stars	\$58,626
Boys & Girls Clubs of Metro Richmond	Positive Action	\$28,678
Boys & Girls Clubs of the Virginia Peninsula	Positive Action	\$40,211
Boys and Girls Clubs of Harrisonburg and Rockingham County	Positive Action	\$23,405
Boys and Girls Clubs of Southeast Virginia	Positive Action	\$33,637
Bristol Youth Services	LifeSkills Training	\$50,633
Buckingham County Public Schools	LifeSkills Training	\$24,526
C. Waldo Scott Center for H.O.P.E.	Too Good for Drugs	\$22,848
Central Shenandoah Valley Office on Youth	Positive Action	\$36,779
Chesterfield County Mental Health Support Services	All Stars	\$5,727
Chesterfield County Public Schools	LifeSkills Training	\$66,927
Children, Youth and Family Services, Inc.	Al's Pals	\$74,700
City of Norfolk	LifeSkills Training	\$49,382
Commonwealth Center for Children and Adolescents	TEG	\$29,313
Cumberland Mountain Community Services	LifeSkills Training	\$23,468
Danville-Pittsylvania Community Services	Too Good for Drugs & Ending Nicotine Dependence	\$53,341
Ethiopian Community Development Center - African Community Center	LifeSkills Training	\$69,682
Fairfax County Department of Community and Recreation Services	Toward No Tobacco Use (TNT) Toward No Drug Abuse (TND)	\$74,045
Fairfax-Falls Church Community Services Board	Al's Pals	\$66,620
Family Development Center of Virginia	Al's Pals	\$9,633
Fauquier CADRE, Inc.	Too Good for Drugs & Too Good for Drugs and Violence	\$63,560
Fluvanna County Public Schools	Too Good for Drugs, Project Alert, (TNT) Intervening with Teen Tobacco Users, (TEG)	\$35,281
Giles County Partnership for Excellence Foundation, Inc.	Positive Action, Too Good for Drugs, LifeSkills Training, Intervening with Teen Tobacco Users	\$68,652
Girls on the Run of Southwest Virginia	Positive Action	\$35,231

FY 2007 VTSF Program Grantees (continued)

Grantee	Program(s)	Grant Amount
Goochland County Office on Youth	Know Your Body	\$53,866
Halifax County Public Schools	Project Alert; Intervening with Teen Tobacco Users; Coole School Planners	\$22,028
Historic Triangle Substance Abuse Coalition	Al's Pals & Too Good for Drugs	\$68,565
Inova Health Source	LifeSkills Training	\$67,296
Loudoun County Community Services Board	LifeSkills Training	\$68,292
Medical Home Plus, Inc.	Al's Pals	\$63,629
Medicorp Health System	Too Good for Drugs	\$64,290
Mount Rogers Community Services Board	LifeSkills Training	\$29,163
Mountain View Youth & Family Services	LifeSkills Training	\$41,342
New River Valley Community Services	LifeSkills Training, Project Toward No Drug Use	\$67,930
Northern Virginia Family Service, Inc.	Too Good for Drugs	\$70,658
Orange County Office on Youth	LifeSkills Training	\$12,453
Page County Public Schools	Al's Pals	\$26,137
Parkside Elementary	Al's Pals	\$34,241
Petersburg Schools	Al's Pals & LifeSkills Training	\$56,094
Piedmont Community Services	Too Good for Drugs	\$49,354
Pittsylvania County Community Action, Inc.	Too Good for Drugs	\$28,028
Planning District One Behavioral Health Services	TEG, TAP	\$36,219
Prince William Interfaith Volunteer Caregivers	Too Good for Drugs	\$75,000
Pulaski County Schools	Positive Action; LifeSkills Training; Project Towards No Drug Use; Intervening with Teen Tobacco Users	\$65,165
Richmond Behavioral Health Authority	Too Good for Drugs	\$63,862
Roanoke County Public Schools	LifeSkills Training	\$69,403
Rockbridge Area Community Services	Too Good for Drugs	\$71,310
Rockbridge County Public Schools	Too Good for Drugs, Intervening with Teen Tobacco Users	\$75,000
Smyth County Schools	Too Good for Drugs; Intervening with Teen Tobacco Users (TEG); Youth Media Network	\$38,671
Southeastern Tidewater Opportunity Project, Inc.	Al's Pals	\$40,988
Southside AHEC - Farmville	Al's Pals & LifeSkills Training	\$49,648
Southside AHEC - Lunenburg	Al's Pals	\$49,780
Three Rivers Health District	Ending Nicotine Dependence	\$28,534
Twin County Prevention Coalition	LifeSkills Training	\$39,655
Virginia Cooperative Extension, Northampton County	LifeSkills Training	\$41,772
Virginia Rural Health Resource Center/West	Too Good for Drugs; Project Towards No Tobacco; Coole School; NICOTeen	\$72,998
Virginia Wilderness Institute	Ending Nicotine Dependence	\$7,113
Western Tidewater Community Services Board (WTCBSB)	Al's Pals	\$55,909
William A. Hunton YMCA	Positive Action	\$53,574
YMCA of South Hampton Roads/Community Service Branch	Positive Action	\$33,794
Youth Apostles Institute	All Stars Core	\$30,359
		\$3,566,636

Marketing



Mayo Djakaria (wearing blue armband) leads a youth advocacy training session during a Dec. 10, 2006, team-building workshop for teen Y St. volunteers at the Plant Zero Art Center in Richmond. Djakaria is the strategic initiatives director for Rescue Social Change Group (RescueSCG+), which carries out VTSF's street marketing and Web-based outreach initiatives.

VTSF's award-winning multimedia Y Campaign

marketing initiative (also known as *ydouthink*) prevents youth tobacco use and empowers Virginia's young people to make healthy lifestyle choices. The focus market of the campaign, which is based on the most extensive youth marketing research ever conducted in Virginia, is youth 10 to 17 years old, with a special emphasis on "tweens" ages 10 to 14. The Y Campaign's tagline asks kids, "Can anybody tell us why smoking isn't stupid?" The campaign's powerful message targets youth through a variety of mediums including: television and radio commercials; interactive Web sites; cinema advertising; and street marketing.



Campaign Partners

The marketing campaign funded the following contractors to promote the Y Campaign in FY07:

Barber Martin Advertising (\$4 million)

Award made for continued implementation of the Virginia Tobacco Settlement Foundation's multimedia efforts. This includes the purchasing of traditional and nontraditional media to place advertisements in various outlets, the development of new creative concepts and ideas, and the production of ideas into finished advertisements or commercials.

RescueSCG (\$850,000)

Award made for continued implementation of the street-marketing and interactive initiatives supporting the Y Campaign. This includes the scheduling and managing of all campaign events, the employment of personnel to conduct events, the training and management of youth volunteers and the development and implementation of new advocacy projects for Virginia youth. RescueSCG is also responsible for the Y Campaign's interactive initiatives, including VTSF's award-winning Web site ydouthink.com. This includes site development and management, hosting, interactive media development and interactive media planning/purchasing/placement.

Southeastern Institute of Research (\$175,000)

Award made for continued implementation of the Virginia Tobacco Settlement Foundation's evaluation efforts associated with the Y Campaign. This includes conducting a biannual tracking survey, analyzing data and preparing reports for each survey, as well as proposing and implementing other tools for evaluating the campaign's effectiveness.

Market Research

After five years, the awareness level of the VTSF's *ydouthink* campaign remains high, reaching 76% of the target audience (Virginians ages 10 to 17), according to an April 2007 market research study conducted by the Southeastern Institute of Research. The campaign's awareness has been consistently strong statewide (between 74% and 79%) for 42 consecutive months.

TV & Radio

VTSF released three new 30-second television spots in fall 2006: "Belly Fat," "Frog," and "Off to School." Over the years, VTSF's creative work has been recognized for its excellence. Among the most recent awards:

- "Belly Dance" was chosen as one of the "TV Spots of the Week" by Advertising Age.
- Three VTSFTV ads ("Makeover," "Off to School," and "Frog") and three VTSF radio ads were selected to participate in the 2006 Centers for Disease Control/Office on Smoking and Health National Tobacco Control Program and Evaluation Meeting's AdFest 2006. The event highlighted the best tobacco-prevention ads from around the country within the CDC's Media Campaign Resource Center's database.



Street Marketing

Y Street

VTSF launched Y St. in 2004 to recruit teen volunteers for *ydouthink*. Through street marketing, Y St. has overcome the challenge of declining participation between trainings faced by many other youth tobacco-prevention programs. Y St. focuses on an integrated social marketing approach by training youth and creating a system for sustained youth involvement. In the initial 18 months of Y St., there were 1,667 volunteer instances throughout Virginia resulting in more than 25,000 youth-to-youth interactions that occurred through the volunteer model. After the most recent round of Y St. Trainings, there are now more than 1,700 youth statewide championing the *ydouthink* tobacco-use prevention movement, with the purpose of delivering its message to middle school youth across Virginia.

GlamRock Campaign

One of Y St.'s major initiatives in FY 2007 was the GlamRock Campaign. Although the 1999 Master Settlement Agreement (MSA) established that tobacco companies could not advertise to people under age 18, there are no specific rules addressing magazine advertisements. Therefore, Y Streeters are petitioning two magazines with more than 100,000 youth readers in Virginia – Rolling Stone and Glamour – to stop accepting tobacco ads.

Virginia Youth Culture Initiative (2Up2Down)

The Virginia Youth Culture Initiative (VYCI) is a new approach to prevent risk behaviors in Virginia's urban youth. Violence and tobacco use are behaviors that put local youth at risk of physical injury and long-term health impacts. These behaviors can create consequences that can affect youth for the rest of their lives.

The Virginia Youth Culture Initiative focuses on the overall health of urban youth by targeting the cultural influences that motivate these behaviors. As a comprehensive

cultural intervention, VYCI puts local hip hop culture in the hands of community leaders, allowing youth to express their culture while learning how to lead healthy lifestyles.

Through RescueSCG's Social Branding® strategies, youth maintain their culture, while marginalizing, then eliminating the specific behaviors that put them at risk. All three VYCI pilot events attracted sellout crowds.

Once the evaluation plan is fully developed and a community advisory leadership council is designated, the campaign will launch in the Hampton Roads/Norfolk/Virginia Beach area, followed shortly thereafter in the Richmond area.



Internet

The Y Campaign has a broad reach online. From the mainstay youthink.com to the veeay.com social networking site, VTSF's interactive initiatives continue to keep up with the ever-changing interests and lifestyles of Virginia tweens and teens.

YDOUTHINK.COM / YSTREET.ORG

Originally launched in 2002, youthink.com, the flagship youth-destination Web site for the VTSF's Y Campaign, attracts a regular audience of Virginia teens with up-to-date content focused on youth entertainment and fashion. Information about the dangers of tobacco use is interlaced subtly throughout this extremely interactive environment, making it a part of the site's culture rather than the only purpose of the site.



In the spring of 2007 [ydouthink](http://youthink.com) launched four online-only viral videos. A six-week "viral seeding" effort produced more than 300,000 total views of the videos on over 20 different Web sites, resulting in a 150 percent increase in daily traffic to [ydouthink.com](http://youthink.com) over the same timeframe.

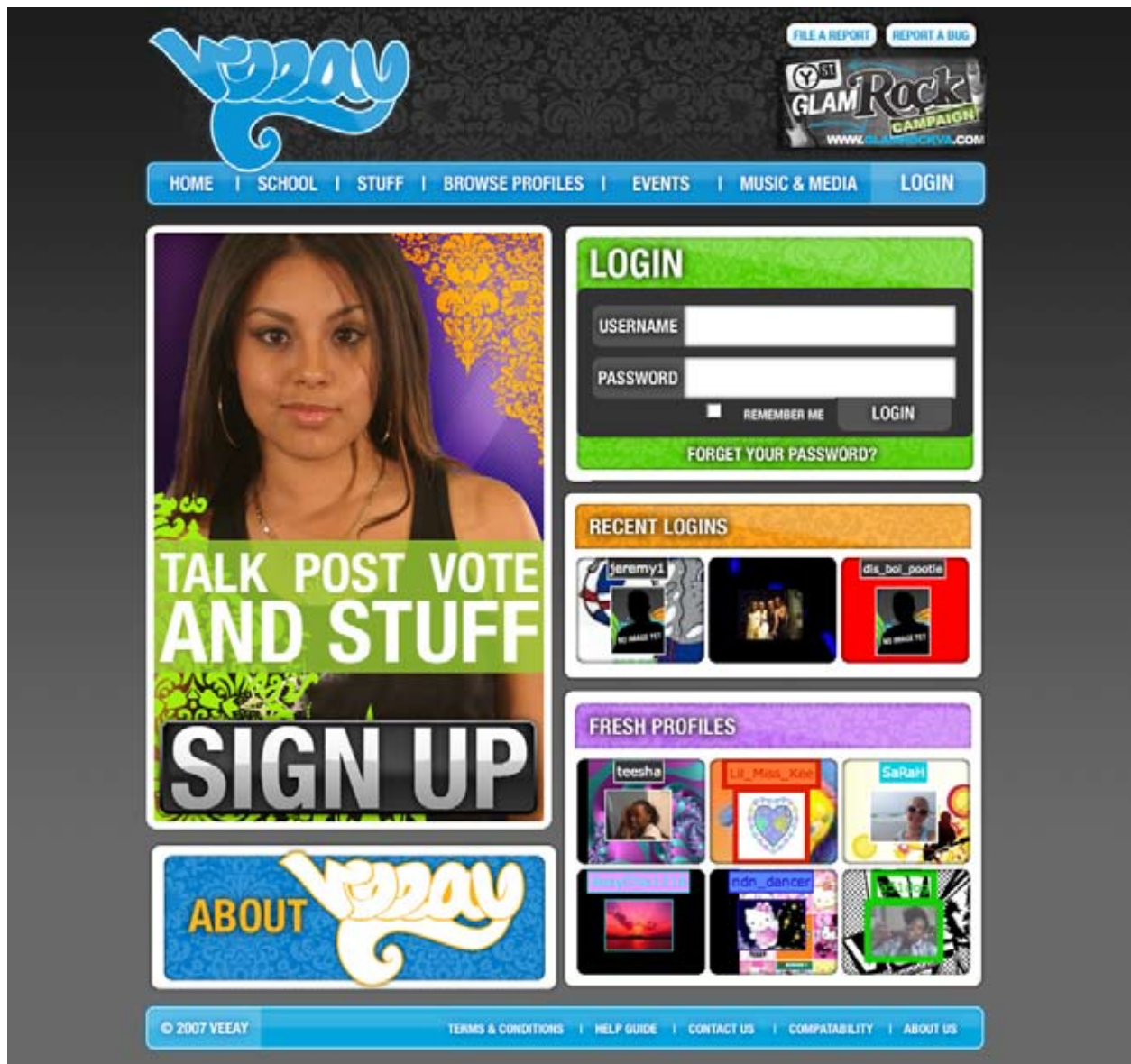
Web site and online activity stats through June 30, 2007:

- More than 1 million site visits (15,000 to 20,000 per month)
- More than 250 million total impressions
- More than 150,000 total Virginia visitors to [ydouthink.com](http://youthink.com)
- More than 32,000 total posts and over 2,000 new topics on members-only message boards at ystreet.org.

VEEAY.COM

In the spring of 2007, VTSF's marketing campaign launched an innovative initiative to reach the youth of Virginia in the place where they spend much of their online leisure time: social networking Web sites. Accordingly, VTSF developed its own social networking system: **veeay.com**. Designed specifically for 10- to 15-year-olds in Virginia, the invitation-only site allows a tween to talk to friends from their school online. More than 250 kids in Abingdon attended the event that introduced the service.

Veeay (pronounced by saying the two letters used in the abbreviation of Virginia: VA) can boast that it contains more safety protocols than other social networks, yet youth can still participate in the activities they love on other networking sites. The most important feature of Veeay's online culture, however, is that it creates a "captive audience" for VTSF's tobacco-prevention message. As of June 30, 2007, Virginia youth had created more than 1,500 profiles on Veeay.



Enforcement



Agents from the state Department of Alcoholic Beverage Control routinely carry out VTFSF-funded compliance checks to ensure that retailers across the Commonwealth are complying with Virginia's youth tobacco access laws and aren't selling tobacco products to underage purchasers.

The Centers for Disease Control and Prevention (CDC) states that without aggressive enforcement of tobacco-access laws, there will be no decrease in the purchase of tobacco products by minors. As a result, enforcement is an important component of the VTSF's comprehensive youth tobacco-use prevention program.



The VTSF funds the state Department of Alcoholic Beverage Control (ABC) to conduct approximately 360 compliance checks per month, during which ABC agents randomly test tobacco retailers to see if retailers will sell tobacco products to underage buyers.

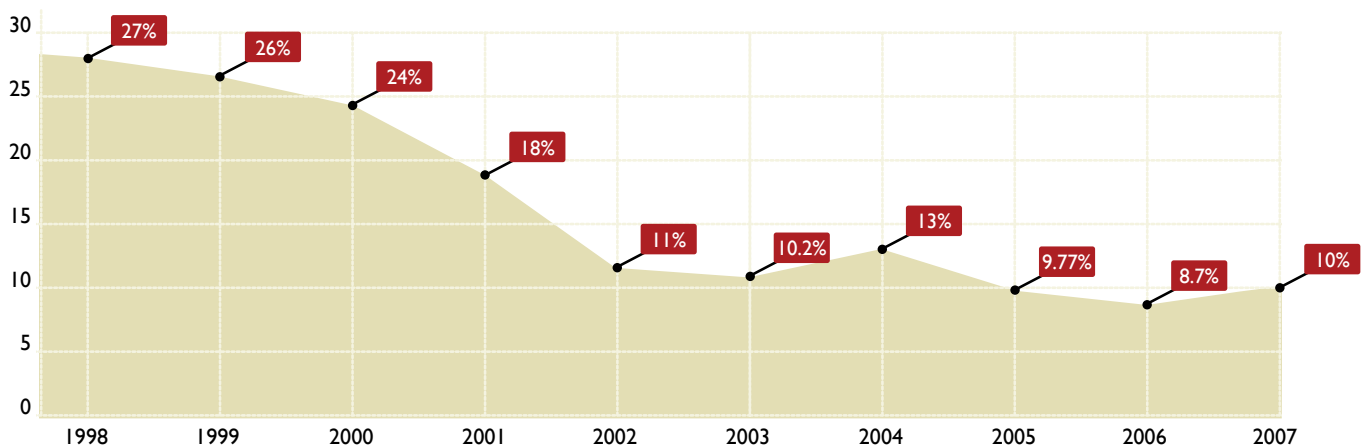
ABC regularly reports the results of these compliance checks to the VTSF. Since 1998, the noncompliance rate has decreased from 27% to 10%.

The Enforcement Process

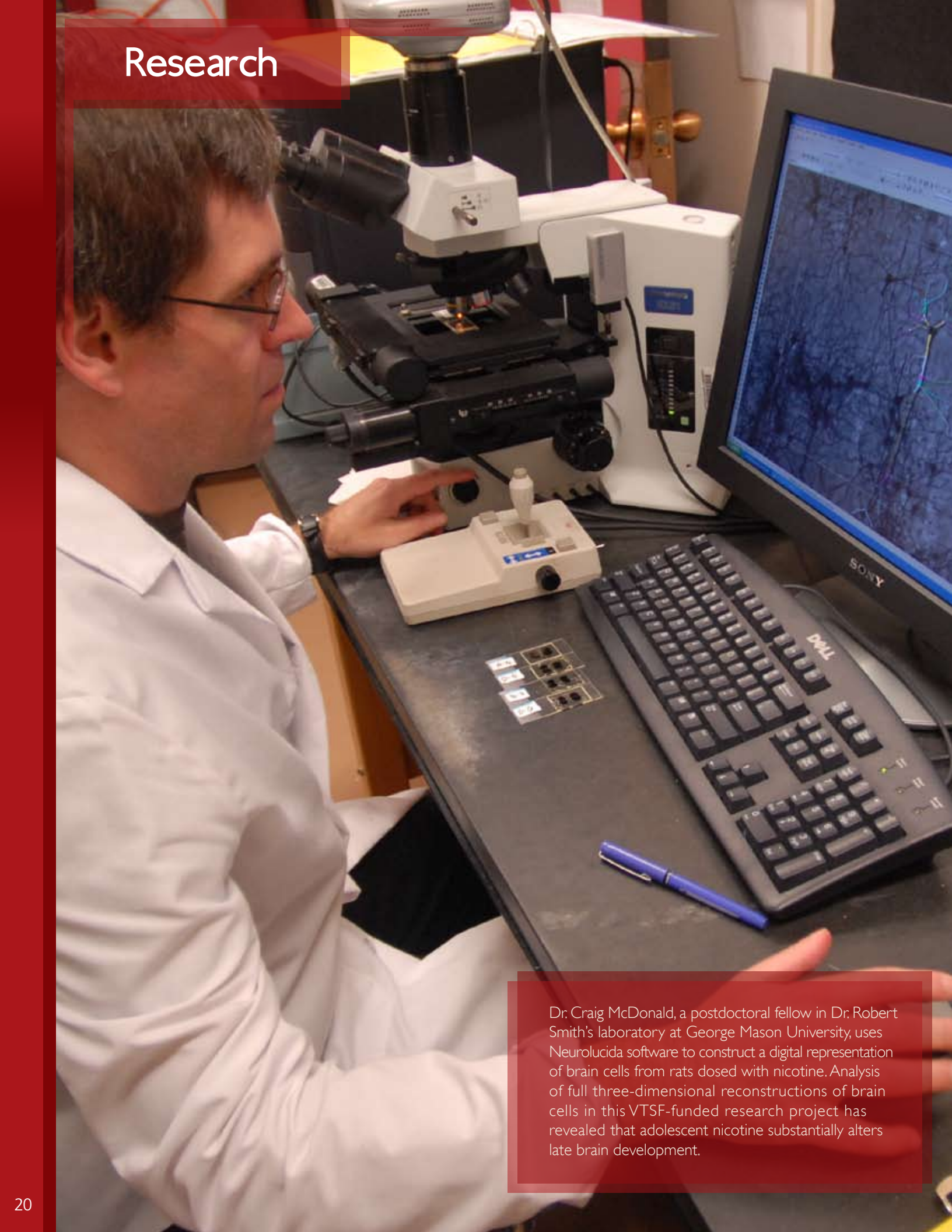
One ABC special agent accompanies an Underage Buyer (UAB) into a tobacco-selling retail establishment. The UAB then attempts to purchase tobacco products from the retailer. As undercover agents under the enforcement authority of the state ABC, the agency's UABs can purchase tobacco products from retailers with immunity and are paid as part-time state employees. Should a violation occur, the UAB returns to a secondary special agent outside the retail establishment. Witnessing the violation, the secondary special agent issues a state summons to the retail clerk.

Since 1998, the noncompliance rate has decreased from 27% to 10%.

Non-Compliance Rates



Research



Dr. Craig McDonald, a postdoctoral fellow in Dr. Robert Smith's laboratory at George Mason University, uses NeuroLucida software to construct a digital representation of brain cells from rats dosed with nicotine. Analysis of full three-dimensional reconstructions of brain cells in this VTSF-funded research project has revealed that adolescent nicotine substantially alters late brain development.

Virginia Research Consortium

VTSF continues to fund collaborative research projects focused on identifying the genetic, psychosocial and environmental factors that impact youth tobacco use, along with their subsequent effects. VTSF's approach to encouraging collaboration within and across universities is meeting with great success. Researchers are sharing data and resources and have

formed a strong network to maximize the strengths each university brings to a project. Notably, universities are working together to submit joint applications to funding sources such as the National Institutes of Health, resulting in stronger proposals that appeal to the federal emphasis on collaboration.

The following lead universities are coordinating three-year projects that began in FY07:



College of William & Mary

Long-Term Impact of Adolescent Nicotine on Cognitive Function (\$159,584 grant)



Principal Investigator:
Robert C. Barnet, Ph.D.

Collaborating Partners:
Virginia Commonwealth University, George Mason University

This research project examined the effects of acute nicotine administration (0 – 0.4 mg/kg) on memory by assessing conditioned fear in rats. Rats were exposed to a single injection of nicotine on a target learning day in which a light stimulus was paired with foot shock (light→shock) in order to produce learning by associating light and shock. Learning was assessed 24 hours after training using two response measures: light-elicited freezing (cessation of bodily movement indicative of fear in rodents) and fear-potentiated startle, which is a common measure of learning within behavioral neuroscience. Nicotine was found to have no effect when fear was assessed through freezing. However, when measured via startle, a dose-dependent impairment in fear conditioning was observed. The latter finding suggests even a single dose of nicotine can impair memory function.

George Mason University

Neurodevelopmental Effects of Adolescent Nicotine (\$247,300 grant)



Principal Investigator:
Robert Smith, Ph.D.

Collaborating Partners:
Virginia Commonwealth University, College of William and Mary, other GMU Departments, VYTP Research Coalition

A key finding from GMU shows that adolescent nicotine dosing actually affects different neurons in the prefrontal cortex of the brain than does adult nicotine dosing. Previous research showed that adolescents are more sensitive to the growth-inducing effects of nicotine in a key brain structure for addiction, and that the lasting changes in brain structure are accompanied by lasting changes in addiction-related behaviors. This year, GMU completed work analyzing neuron structure in the prefrontal cortex, an advanced area of the brain involved in judgment and decision making, as well as in drug cues and craving. Researchers found that adult nicotine induces growth responses in an entirely different population of brain cells than does adolescent nicotine. This finding, that adolescent nicotine use permanently affects the structure of neurons in a key area of brain for cravings and complex judgments, and that its effects are easily distinguishable from those of adult nicotine use, was judged so significant that it was published without revision in the respected journal *Synapse*. This was GMU's most important individual finding of this year, adding considerably to the volume of data from VTSF-funded research showing that adolescent nicotine dosing permanently sculpts an addiction-sensitive brain.

Virginia Commonwealth University

*Virginia Youth Tobacco Project
Research Coalition Core
(\$186,651 grant)*



Co-Principal Investigators:

Robert L. Balster, Ph.D.; J. Randy Koch, Ph.D.

Collaborating Partners:

*College of William and Mary; George Mason University;
James Madison University; University of Virginia; Virginia Tech*

During FY 2007, the Research Coalition Core Project had several notable accomplishments:

- Formation of a VYTP Steering Committee, which identified two strategic initiatives: 1) increasing the use of data already being collected on youth tobacco use to address critical epidemiologic, programmatic, and policy issues; and 2) increasing participation in the VYTP research enterprise by a broader group of investigators, including those from Virginia's small public colleges and universities.
- Implementation of the VYTP Small Grants Program, resulting in the awarding of six small grants across five universities, each of which had featured presentations at the full membership meeting of VYTP.
- Establishment of a Research Translation Planning Group (RTPG) to plan efforts to close the gap between science and practice in youth tobacco use prevention. The group brought together policy makers, practitioners and researchers to form The Youth Tobacco Use Prevention Advisory Board. This board will promote tobacco use prevention as a part of quality healthcare practice; improve the efficacy of prevention programs; and arm public health advocates with the latest facts and best methods for reducing or eliminating youth tobacco use.

*Cultural Pathways to Smoking among African-American Adolescents: Family, Contextual and Cultural Factors
(\$239,843 grant)*

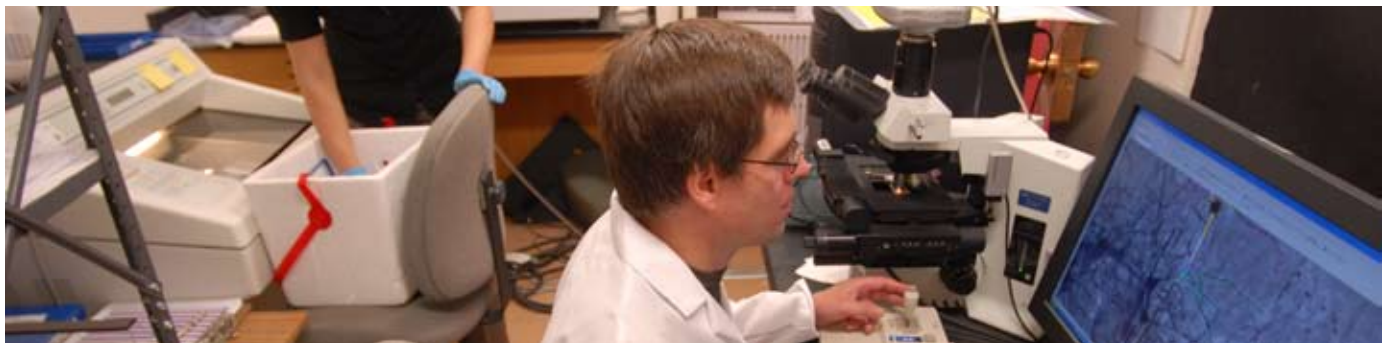
Principal Investigator:

Faye Belgrave, Ph.D.

Collaborating Partners:

James Madison University; Virginia State University; public school districts

Smoking prevalence for African Americans (AAs) rises drastically with increasing age. This study is examining pathways through which multiple factors influence AA adolescent smoking behaviors, to include tobacco initiation, experimentation, intermittent use and regular use. While family, neighborhood, school, and cultural factors are associated with tobacco smoking among AA adolescents, less is known about how these factors affect smoking at different developmental periods. Data is being collected from fifth-, eighth- and 12th-graders at three time periods that temporally coincide with school and grade transitions. In Year One, the research team engaged the collaboration of four school systems and collected the first wave of Time 1 data from 255 fifth-, eighth- and 12th-graders attending 16 schools in Caroline and Southampton counties and the cities of Richmond and Harrisonburg. Preliminary analysis concluded the following: Thirty-five percent of the sample indicated lifetime smoking. Girls were just as likely as boys to have tried smoking. A greater percentage of rural high school students (68.8%) indicated lifetime smoking than urban high school students (51.3%). Although the greatest percentage of youth indicated never smoking a whole cigarette, those that did were most likely to be between the ages of 13 and 16.



Virginia Commonwealth University (continued)

Establishing the Biological and Genetic Basis for Youth Smoking (\$220,260 grant)

Principal Investigator:

Billy R. Martin Ph.D.

Collaborating Partners:

College of William and Mary, George Mason University

Researchers discovered significant differences between male and female as well as adolescent and adult mice regarding their reactivity to nicotine. Adolescent male mice displayed a higher sensitivity to nicotine rewarding effects than adults. In addition, discontinuation of nicotine treatment to male adolescent mice resulted in fewer withdrawal signs than in adults. Female adolescents displayed attenuated levels of reward as compared to adults, but they displayed increased physical withdrawal signs in three different models. In a second project area, researchers made considerable progress in establishing the relationship between anxiety and nicotine reward in a panel of mice. They identified a set of 63 genes that are strongly influenced by nicotine, a number of which were of interest due to the known effects of nicotinic receptor stimulation on calcium signaling. Another significant result was further understanding of how genetic factors contribute to smoking initiation – which typically occurs in the teenage years – and progression to nicotine dependence. Initial analyses examining the progression of smoking from early adolescence into middle adult life demonstrates the key role of social environmental factors in the early stages of cigarette use, with genetic effects becoming more prominent in later developmental phases.

Assessing the Efficacy of a School-Based Health Promotion Intervention on Tobacco Use and Fruit and Vegetable Consumption among Rural Youth (\$233,362 grant)

Co-Principal Investigators:

Steven Danish, Ph.D.; Earl Dowdy, Ph.D.

Collaborating Partners:

Virginia Tech; Amherst Co. Schools; Appomattox Co. Schools; Charles City Co. Schools; Charlotte Co. Schools; Cumberland Co. Schools; Essex Co. Schools; Lancaster Co. Schools; Northumberland Co. Schools; Nottoway Co. Schools; Orange Co. Schools

The LIFT+ Living Free of Tobacco and Healthy Eating research grant is a randomized control trial to test the efficacy of a tobacco use and disease prevention intervention that was developed by the Life Skills Center at VCU. It is being conducted in 10 rural Virginia public school districts. VCU staff members are training high school students to be peer leaders, and they in turn are delivering the eight-hour intervention to middle school seventh-graders. Thus far 62 high school peer leaders have taken 332 seventh-grade students through the eight-workshop course. Surveys comparing these seventh-graders with 272 additional ones from three control schools show promising results for the LIFT+ program. Preliminary data on the project was recently presented by Dr. Dowdy at the Centers for Disease Control and Prevention's 2007 Prevention and Health Promotion Summit in Washington, D.C. Two additional interventions and two control districts will be included in the study pool in Year Two of the project.



Virginia Tech

The Development and Implementation Assessment of a Tobacco Use Prevention Model for Youth with Psychiatric Disorders (\$149,295 grant)

Principal Investigator:
 Peggy Meszaros, Ph.D.  **VirginiaTech**
Invent the Future

Collaborating Partners:
James Madison University; Virginia Commonwealth University; Virginia Treatment Center for Children; New River Valley Community Services; Edward Via Virginia College of Osteopathic Medicine; Virginia Youth Tobacco Project Research Coalition

The goal of this project is to develop an intervention to prevent tobacco use among middle school children with psychiatric disorders in two target regions in Virginia: a rural venue in Blacksburg and an urban setting in Richmond. A Community Development Team (CDT) of professionals and laypersons convened to select an

appropriate intervention. The research team successfully recruited 11 individuals for the CDT with members representing prevention specialists, school-based counselors, mental health clinicians and parents, as well as youth in self-declared recovery from addiction. CDT members provided advice and feedback on the elements of an “ideal” prevention intervention for the target population of youth ages 10 to 13 with mental health disorders. In tandem with the CDT meetings, research team members conducted an extensive review of the professional literature on prevention interventions to determine the pilot program to be used in the second year of the grant. The Strengthening Families Program (SFP) was selected as the foundational pilot to be used. Sites and SFP personnel were recruited, incentive plans developed and instruments to measure the outcomes of the SFP were selected and/or developed.



STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

Balance Sheet

As of June 30, 2007

REVENUES:

Master Settlement payments (Note 6)	\$ 12,521,663
Interest Income (Note 6)	256,776
Proceeds from securities lending transactions (Note 1)	97,463
Federal Grants (Note 6)	25,000

Total Revenues **\$ 12,900,902**

EXPENDITURES:

	Expenses	Adjustments	Net (Expense) Revenue and Changes in Net Assets
Tobacco Settlement Expense:			
Administration (Note 7)	\$ 1,407,551	\$ 0	\$ -1,407,551
Depreciation Expense (Note 3)	0	0	0
Expenses for Securities Lending (Note 1-B)	97,463	0	-97,463
Marketing (Note 4-C)	4,420,535	0	-4,420,535
Program Expense (Note 8)	3,788,263	0	-3,788,263
Research and Evaluation (Note 9)	1,405,236	0	-1,405,236
Inter-Agency Expenses (Note 10)	65,000	0	-65,000
State General Fund Transfers Out (Note 11)	78,608	0	-78,608

Total Expenditures **\$ 11,262,656** **0** **\$ -11,262,656**

Excess (deficiency) of revenue over expenditures **\$ 1,638,246**

Fund Balance/Net Assets, July 1, 2006	6,544,318
Fund Balance/Net Assets, June 30, 2007	\$ 8,182,565

STATEMENT OF NET ASSETS AND GOVERNMENTAL FUNDS

Balance Sheet

As of June 30, 2007

Governmental Funds
Special Revenue

ASSETS:

Cash and cash equivalents held by the Treasurer of Virginia (Note 1-A)	\$ 9,100,636
Investments Held by the Treasurer (Note 1-B)	2,640,745
Lease Deposits (Note 2-A)	5,351
Prepaid Rent (Note 2-B)	5,022
Prepaid Expenses	0
Capital Assets, net of accumulated depreciation: (Note 3)	
Operating equipment	0

Total Assets

\$ 11,751,754

LIABILITIES:

Accounts Payable (Note 4-A)	\$ 6,525
Accrued Payroll (Note 4-B)	68,045
Obligations Under Security Lend (Note 1-B)	2,640,745
Grants Payable (Note 4-C)	781,555
Contractual Obligations (Note 4-C)	0
Compensated absences (Note 5)	72,320

Total Liabilities

\$ 3,569,190

NET ASSETS:

Investment in Capital Assets, net of related debt	\$ 0
Unrestricted	8,182,565

Total net assets

\$ 8,182,565

The accompanying notes are an integral part of the financial statements

NOTES TO FINANCIAL STATEMENTS AS OF JUNE 30, 2007

Note 1: Cash, Cash Equivalents, and Investments

A. Cash and Cash Equivalents

Cash and cash equivalents represent cash in the General Account at the Department of the Treasury. Treasury manages the General Account Investment Portfolio. Information related to the composition of this portfolio is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

B. Securities Lending Transactions

Investments and cash equivalents held by the Treasurer of Virginia represent the Virginia Tobacco Settlement Foundation's (VTSF) allocated share of cash collateral received and reinvested and securities received for the State Treasury's securities lending program. Information related to the credit risk of these investments and the State Treasury's securities lending program is available on a statewide level in the Commonwealth of Virginia's Comprehensive Annual Financial Report.

Cash with the Treasurer of Virginia	\$ 9,100,636
Investments held by the Treasurer of Va.	\$ 2,640,745
Total cash, cash equivalents, and investments	\$ 11,741,381

Note 2: Lease Deposits and Rents

A. VTSF rents office space at 701 E. Franklin for the main office and had field staff offices located in Bremono Bluff, Blacksburg, Herndon, and Grafton, Virginia. Two leases required deposits. The Richmond office is \$5,126.00, and the Grafton office is \$225.00 for a total of \$5,351.00 in deposits for rental leases.

B. As of June 30, 2007 VTSF had paid \$5,022 in rents that were due July 1.

Note 3: Capital Assets

Capital assets, which include property, plant, equipment, and infrastructure assets, are reported in the government-wide financial statements. The government defines capital assets as assets with an initial, individual cost of more than \$5000.00 and an estimated life in excess of two years.

The Virginia Tobacco Settlement Foundation did share capital assets consisting of a server with the Tobacco Indemnification and Community Revitalization Commission. The Commission showed the full expenditure amount and depreciation in the Commonwealth's FAACS system, but through internal tracking of expenses and depreciation with VTSF they are allocated and reported accordingly. The net balance was completely depreciated as of June 30, 2006. All other purchases did not meet the capital asset requirements and are therefore maintained in an internal inventory control system by the VTSF.

Note 4: Liabilities

A. Accounts payable

Operating expenses accrued but unpaid as of June 30, 2007 totaled \$6,525.

B. Accrued Payroll

All VTSF employees are paid on a semi-monthly schedule. Accrued payroll expenses of \$68,045 represents work performed prior to June 30, 2007 but registered in FY08 CARS.

C. Grants/Contractual payables

The VTSF awarded funding to programs all over the Commonwealth for the prevention of tobacco use by youth. The VTSF contracted with higher education universities to conduct research, surveys and evaluations on tobacco use and prevention. They also have a contract with Barber Martin Advertising, a marketing agency to lead a major campaign geared toward youth throughout Virginia on the prevention of tobacco use. At the end of the fiscal year we had outstanding payables for which we had received invoices in the amount of \$781,555.

Note 5: Compensated Absences

Compensated absences represent the amounts of annual, disability credits, and compensatory leave earned by VTSF employees, but not taken as of June 30, 2007. The \$72,320 represents the balances at the fiscal year end provided by the Commonwealth's leave liabilities tracking

program. To determine how much of this amount should be recorded as long-term liability, calculations were made by adding estimated additional earned leave and subtracting estimated leave to be taken during FY08. Balances for staff with longer years of service were based on the allowable carry forward amounts. As a result, it has been determined that \$33,588 of the entire amount should be reported as a long-term liability and the remainder is considered a short-term liability.

Note 6: Revenues

The VTSF is funded by receiving 10% of Virginia's share of the Master Settlement Agreement (MSA) negotiated between the various Attorneys General and the cigarette manufacturers in 1998. In FY 2007, the VTSF received \$12,521,663 in MSA payments and interest payments from MSA funds of \$256,776. VTSF also received a federal grant for \$25,000 to offset costs associated with a grantee conference and training.

Note 7: Administration

Administrative costs are all of the operating expenses needed for the maintenance of the VTSF. These include expenses of the Board of Trustees, Payroll (including accrued leave liabilities), rents, utilities, insurances, equipment (repairs, maintenance, rental and purchases), furniture and supplies, postage and delivery, printing, state vehicle fees, employee travel and trainings. In addition, it includes expenses incurred for professional services provided by private industries such as temporary employees, marketing services, website design and maintenance, etc.

Note 8: Program

Program Expenses include funding provided to local organizations to conduct tobacco use prevention programs with youth and funding provided to the Department of Alcoholic Beverage Control for retail compliance checks.

Note 9: Research And Evaluation

These expenses include the contracts and agreements with universities in Virginia focused on research, evaluation of tobacco-use prevention programs and evaluation of the statewide marketing campaign, as well as a statewide Youth Tobacco Survey.

Note 10: Inter-Agency Expense

These include expenses incurred as a result of Memorandums of Understanding with agencies such as the Department of Health for fiscal and payroll support and VITA for system support.

Note 11: Transfers

Transfers out are to reimburse the General Fund for expenses by the Office of the Attorney General, Department of Taxation and for savings due to the suspension of the state employee group life employer contribution rate.



Commonwealth of Virginia

Walter J. Kucharski, Auditor

Auditor of Public Accounts
P.O. Box 1295
Richmond, Virginia 23218

August 31, 2007

The Honorable Timothy M. Kaine
Governor of Virginia
State Capital
Richmond, Virginia

The Honorable Thomas K. Norment, Jr.
Chairman, Joint Legislative Audit
and Review Commission
General Assembly Building
Richmond, Virginia

We have audited the financial records and operations of the **Virginia Tobacco Settlement Foundation** (Foundation) for the year ended June 30, 2007. We conducted our audit in accordance with Government Auditing Standards, issued by the Comptroller General of the United States.

INDEPENDENT AUDITOR'S REPORT

Audit Objectives

Our audit's primary objectives were to evaluate the accuracy of recorded financial transactions on the Commonwealth Accounting and Reporting System, review the adequacy of the Foundation's internal controls, and test compliance with applicable laws and regulations.

Audit Scope and Methodology

The Foundation's management has responsibility for establishing and maintaining internal control and complying with applicable laws and regulations. Internal control is a process designed to provide reasonable, but not absolute, assurance regarding the reliability of financial reporting, effectiveness and efficiency of operations, and compliance with applicable laws and regulations.

We gained an understanding of the overall internal controls, both automated and manual, sufficient to plan the audit. We considered materiality and control risk in determining the nature and extent of our audit procedures. Our review encompassed controls over the following significant cycles, classes of transactions, and account balances:

- Master Settlement Agreement payments
- Contract and grant management
- Vendor payments
- Payroll
- Foundation's board approved budget

We performed audit tests to determine whether the Foundation's controls were adequate, had been placed in operation, and were being followed. Our audit also included tests of compliance with provisions of applicable laws and regulations. Our audit procedures included inquiries of appropriate personnel, inspection of documents, records, vouchers, payroll files, marketing and research contracts, program grants, and observation of the Foundation's operations. We tested transactions and performed analytical procedures, including budgetary and trend analyses.

Conclusions

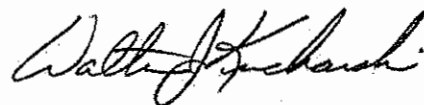
We found that the Foundation properly stated, in all material respects, the amounts recorded and reported in the Commonwealth Accounting and Reporting System. The Foundation records its financial transactions on the cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. The financial information presented in this report came directly from the Commonwealth Accounting and Reporting systems and the Foundation's records.

We noted no matters involving internal control and its operation that we consider necessary to be reported to management. The results of our tests of compliance with applicable laws and regulations disclosed no instances of noncompliance or other matters that are required to be reported under Government Auditing Standards.

EXIT CONFERENCE AND REPORT DISTRIBUTION

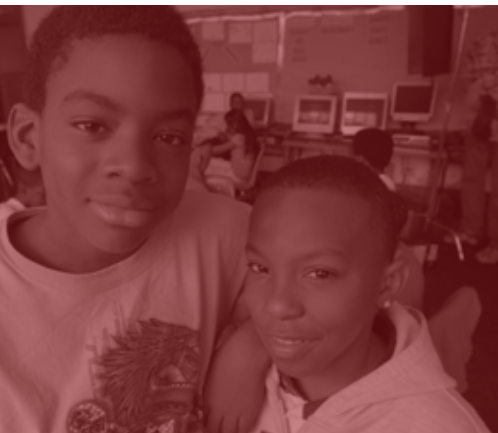
We discussed this report with management on August 29, 2007.

This report is intended for the information and use of the Governor and General Assembly, management, and the citizens of the Commonwealth of Virginia and is a public record.



AUDITOR OF PUBLIC ACCOUNTS

EJT:clj



VTSF

VIRGINIA TOBACCO
SETTLEMENT FOUNDATION

701 East Franklin Street, Suite 501
Richmond, Virginia 23219

Phone (804) 786-2523 • Fax (804) 225-2272
Toll-Free (866) 332-0368

www.vtsf.org