

**ANNUAL
REPORT**

2021

TABLE OF CONTENTS

Letter from our CEO, Creighton Drury	1
Support for Families	2
Empowering a Community	4
Partnership in Action	5
Leadership Through Partnership	6
Financial Overview	8



LETTER FROM OUR CEO CREIGHTON DRURY

We are immensely grateful for your commitment to our mission and focus on building healthy futures through our services and resources for families impacted by substance use. With your support, we help families prevent substance misuse, treat addiction and support recovery for their children and loved ones.

In 2021, we provided vital services to thousands of parents and caregivers through our helpline, peer parent coaches and online support community. Additionally, our research, technical assistance, prevention practice, policy expertise, and public and private partnerships served to strengthen the quality of our services and sharpen the influence of our voice.

Partnership to End Addiction is the only organization in the nation solely focused on families. Why? **Because when families are meaningfully engaged, outcomes for their children and loved ones are better.** And amid an addiction epidemic, parents and caregivers who connect with us come away with deeper understandings, new skills, greater confidence, and most importantly, replenished reservoirs of hope.

We strive to be a source of loving and empowering connection for all families needing help. We are committed to ensuring families have a lifeline, and we thank you for taking part in this life-changing work.

Sincerely,
Creighton Drury
Chief Executive Officer



SUPPORT FOR FAMILIES

1 in 2 Americans report having a family member or close friend with addiction.

The heart of our work at Partnership to End Addiction is providing free, confidential support for all families looking for answers for themselves or their child.

- **In 2021, 20,000 families** received personalized support from our trained specialists and coaches via phone, text messages and our online support community.
- **1.5 million** parents and caregivers found educational resources on our website, ranging from guides about marijuana to in-depth articles on navigating the treatment system.

Evolving our parent coach program to help more families

This year, we introduced a digital peer support program, offering mobile messaging as a way for families seeking one-on-one support to connect with a parent coach. Interested volunteers, including parents and caregivers with lived experience and who now want to provide support for others struggling with a loved one's substance use, were trained in an online, six-week parent coach training. Trained volunteers then work with parents via text message.

Fostering peer-to-peer connection and support

Our [online support community](#) — consisting of free, weekly, virtual meetings — provides education and support to parents and caregivers seeking help on behalf of their children struggling with substances. The community continues to grow, and we trained additional coaches creating a team of 18 online facilitators who have all experienced a child's substance use firsthand. We also developed and tested a new meeting for parents of LGBTQ+ children and launched a monthly parents grief group meeting facilitated by coaches who have also lost children to addiction.

Reaching at-risk populations with critical resources

Addiction doesn't discriminate, but services and outcomes too often do. We're working to reach and serve families who reflect our nation's diversity, including growing our services and resources for LGBTQ+ and Spanish-speaking populations.

- With funding from the Upswing Fund for Adolescent and Mental Health, a new initiative seeded by Melinda Gates' Pivotal Ventures, we significantly expanded [our offerings for caregivers of LGBTQ+ adolescents](#) seeking prevention resources or who are currently struggling with their loved one's substance use. Through extensive research, we identified key issues for loved ones of LGBTQ+ adolescents and translated this work into web articles and resource lists. We also created dozens of new, customized text messages for those accessing our Help & Hope by Text program. The breadth of these resources, trainings and support programs not only fills a considerable gap in services but also helps enhance provider education and the connection between family and addiction in LGBTQ+-related family therapy.
- Thanks to generous support from Mother Cabrini Health Foundation in New York State, we are connecting or partnering with 80 organizations serving Spanish-speaking New Yorkers — including nonprofit, faith-based and community organizations and elected officials who know and serve Spanish-speaking families — to provide remote-based training webinars and materials on substance use prevention and intervention.
- We're growing our existing services to Spanish-speaking families living in New York State:
 - **Ayuda y Esperanza:** We created a Spanish-language, automated text program that replicates the success of our English-language Help & Hope by Text program. Users can easily register to receive these free messages by texting AYUDA to 55753.
 - [Recursos en Español:](#) The Partnership developed and now hosts a Spanish-language microsite for families needing prevention, intervention and recovery services.
 - **Helpline:** We continue to expand our team of bilingual helpline specialists who work directly with Spanish-speaking families.

EMPOWERING A COMMUNITY

Our policy priorities focus on adopting a public health model of addiction treatment, and we urge policymakers to take action and work with us to end our nation's addiction crisis. We turn the knowledge and insights gained from research, and the experience of families impacted by addiction, into actionable policy recommendations. In 2021,

- We continued to build on our work developing [recommendations](#) for the use of opioid settlement funds by collaborating with a number of other leading addiction organizations to further those recommendations. We joined over 50 organizations to endorse a set of [principles](#) aimed at guiding state and local spending of forthcoming opioid litigation funds; presented on the prevention principle at a [briefing](#) hosted by the Congressional Addiction, Treatment and Recovery Caucus and the National Safety Council; and served as peer reviewers for [model state legislation](#) from the Office of National Drug Control Policy and the Legislative Analysis and Public Policy Association.
- We crafted a [blog for Health Affairs](#) and held a [Congressional briefing](#) with Friends of NIDA and the American Psychological Association, discussing how a growing body of research demonstrates the need for an earlier and broader approach to substance use prevention and underscoring how COVID-response legislation can be used to reinforce this broader approach.
- We presented our policy research at the Opioid Summit held by the American Bar Association, American Society of Addiction Medicine and American Medical Association and the American Public Health Association conference.

Advocacy is critical to shaping public policy and affecting change. We activate the voices and stories of families to help other parents, reduce stigma and increase compassion. As of 2021, we had advocates in 97% of Congressional districts and all 50 states. We created 19 action alerts supporting legislation to increase access to treatment; expand recovery and other support services, including family support; improve mental health and crisis response services; enforce parity and other insurance coverage requirements; and prevent substance use and addiction.

In 2021, the Partnership launched [Help Us Change the Story of Addiction](#) featuring the individual stories of those who have struggled with substance use disorder. The website highlights the many challenges faced by families impacted by addiction, provides policy solutions to help address those barriers and offers opportunities to website visitors to advocate for lasting policy changes.

We joined more than 30 organizations and 1,300 attendees at the 2021 **Mobilize Recovery Conference**. Hosting two family-focused sessions, including “Key Differences of the Family & Individual Recovery Experiences,” we discussed the importance of engaging families in the recovery process and explored how to leverage the collective power of families to promote change. “The Family Role in Advocacy” session highlighted family members’ critical role in advocating for policies that support their needs. We emphasized that families are well-positioned to lend their authentic voices to strengthen initiatives that lead to lasting and systemic policy change.

PARTNERSHIP IN ACTION

We help providers and communities prevent and treat addiction through better systems of care. Our experienced team of scientists and practitioners works to develop, test and disseminate evidence-based protocols and technology-based interventions. We aim to improve the reach, accessibility and quality of substance use prevention, treatment and recovery services. Here are some of our 2021 highlights:

- **Treating Teens**
We partnered with Treating Teens, a clinician training project from the National Institute of Mental Health, to increase access to evidence-based interventions for adolescent conduct and substance use problems in community-based behavioral care. Working directly with clinicians, the Partnership created a video-based online training system grounded in core elements of family therapy and cognitive behavioral therapy. The video encourages clinicians to incorporate some of these evidence-based clinical techniques to help ‘move the needle’ in their existing practice. We are currently collecting valuable session-level data to help understand and improve the efficacy of this type of program.
- **[Family Involvement in Recovery Support and Treatment \(FIRST\) Research Network](#)**
This multidisciplinary collaborative, funded by the National Institute on Drug Abuse, is dedicated to promoting family integration in treatment and recovery support services for youth with substance use problems. FIRST aims to maintain a sustainable network of innovative research activities, provider training and measurement resources, and research mentoring opportunities designed to elevate the role of caregivers and family systems in supporting youth treatment and recovery. FIRST is also the coordinating center for the Consortium on Addiction Recovery Science, a national network of science, practice and advocacy experts devoted to building the evidence base and service infrastructure for addiction recovery support services.
- **[BabySTEPS](#)**
With support from the National Institute on Alcohol Abuse and Alcoholism, we are developing and testing a text messaging intervention program, BabySTEPS, to address risky drinking behaviors in new mothers. Incorporating extensive end user input, this tailored intervention will address the unique needs and concerns of the postpartum period. The postpartum period is a time of extremely high risk for alcohol and drug use. Our program will provide confidential, convenient support to mothers struggling with drinking and who may not be reached by traditional systems of care.
- **[SafeLocator](#)**
The Partnership has collaborated with SafeProject to create a best-in-class online addiction resource finder to help families find the services and support needed to help their loved ones move into long-term recovery. The SafeLocator provides an easy way to find treatment and support resources by zip code. It also offers custom filters to target the exact services needed.
- **SPIKE Alert by Text**
Thanks to a grant provided by the Combating Opioid Overdose Through Community-level Intervention Initiative, we joined with the High Intensity Drug Trafficking Area program and the Centers for Disease Control and Prevention to extend the capabilities of their Overdose Detection Mapping Application Program system. SPIKE Alert by Text alerts parents and caregivers of overdose spikes in their area via text message. The alerts also contain links to other resources to help families support their loved ones during periods of crisis.



LEADERSHIP

THROUGH PARTNERSHIP

With our [Community Partners Network](#), we connect the essential efforts of local organizations and volunteers to the Partnership's science-based resources for families. We saw membership grow by 200% in 2021 and established ongoing communication consisting of quarterly meetings and webinars, bi-monthly newsletters and monthly drop-in meetings. We also further enhanced program web assets, including online enrollment and a new interactive partners map and built a private content hub for partners with a customizable calendar, contact sheet and co-brandable resources.

In 2021, we also launched [Raising Resilient Kids](#), an initiative to protect young people's health and nurture safe and supportive families and communities, and recruited national partners in child health and development to support the development of [A Parent's Guide to Raising Resilient Kids](#). This resource accompanied a 60-minute webinar hosted by Elizabeth Vargas and featured panelists from National Institute on Drug Abuse, Search Institute, National Black Child Development Institute and Massachusetts General Hospital/Harvard Medical School.

Long-standing, devoted friends and new champions supported our first-ever virtual gala, "[Hope Out Loud](#)," where we raised more than \$1.4 million. Special thanks to our dedicated honorees and generous corporate citizens, Steve Squeri, Chairman & CEO of American Express; Debra OConnell, President of Networks at The Walt Disney Company; and our Inspiration Award recipient, Grammy-nominated artists, The Lumineers. We are also grateful to our emcee, Emmy-winning journalist Tamron Hall who helped us host an extraordinary evening. The success of our largest fundraiser of the year would not have been possible without our Board of Directors, Gala Host Committee, sponsors, donors, parent coaches and volunteers.



FINANCIAL STATEMENT

Partnership to End Addiction
Balance Sheet as of December 31, 2021 and 2020

Assets	2021	2020
Cash and cash equivalents	\$3,538,180	\$1,988,856
Grants & contributions receivable, net	2,138,923	2,066,856
Prepaid expenses and other assets	1,170,146	1,200,119
Investments	51,824,239	52,812,716
Other Assets	1,221,851	1,619,643
Property and equipment, net	1,782,297	783,447
TOTAL ASSETS	\$61,675,636	\$60,471,637

Liabilities	2021	2020
Accounts payable and accrued expenses	2,502,311	2,523,555
Paycheck Protection Loan Payable	875,000	1,100,000
Deferred Rent	3,335,089	1,791,689
Deferred revenue	24,399	94,462
TOTAL LIABILITIES	6,736,799	5,509,706
TOTAL NET ASSETS	\$54,938,837	\$54,961,931

Detail of Net Assets	2021	2020
Net Assets		
Without donor restrictions:		
Available for operations	4,282,403	10,606,637
Program services		
The Joseph A. Califano, Jr. Institute for Applied Policy	14,385,772	12,843,704
Program Concentration Fund	28,836,128	25,829,752
With donor restrictions:	7,434,534	5,681,838
TOTAL NET ASSETS	54,938,837	54,961,931

THANK YOU TO OUR CORPORATE AND FOUNDATION PARTNERS

Innovators \$250,000 +



Champions \$100,000 – \$249,999



The Milbank Foundation

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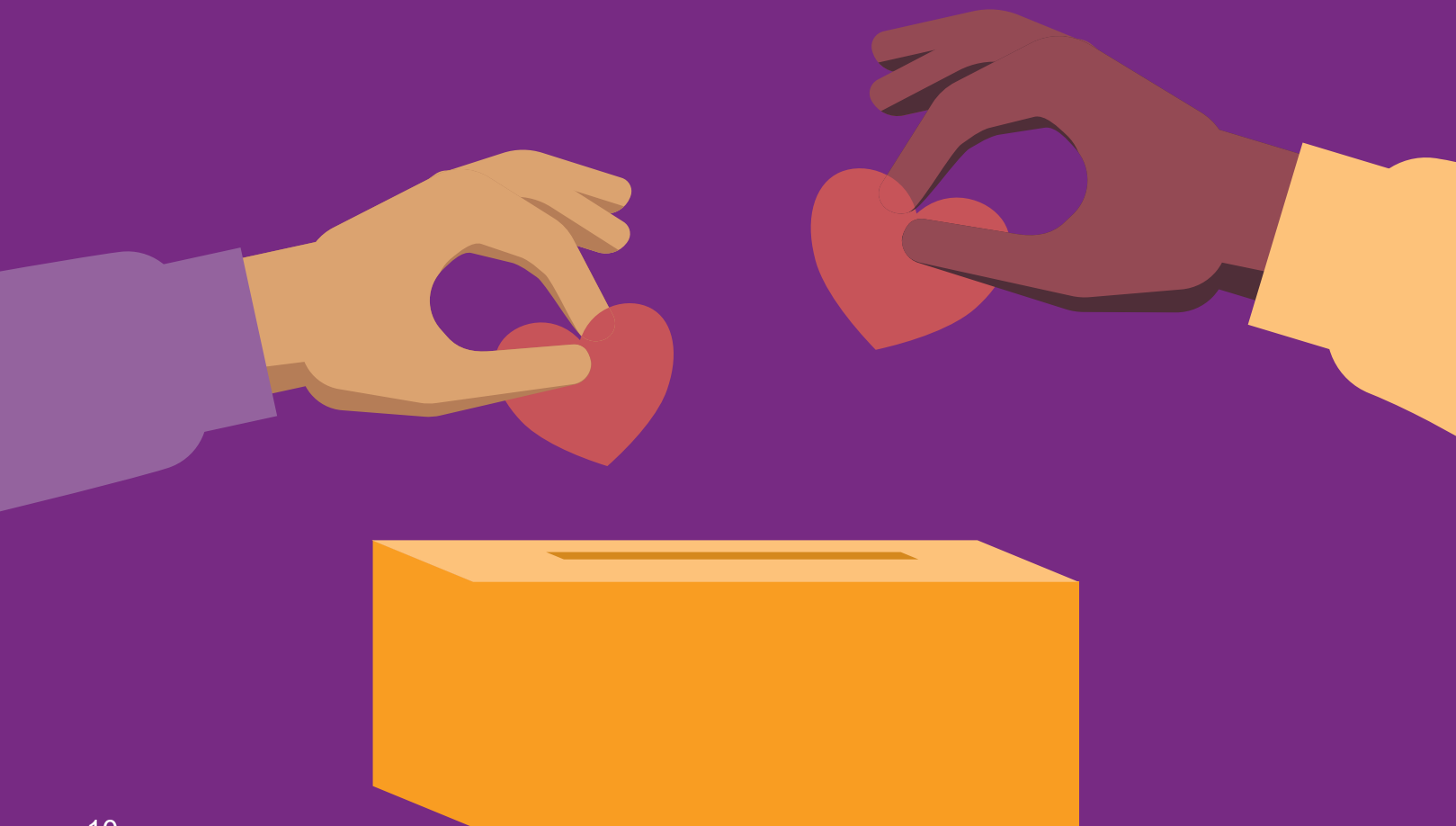
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