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YOUR IMPACT REPORT

JANUARY 2022



Dear Friend,

In our latest edition of **Your Impact Report**, we are proud to highlight the multitude of ways your generosity is helping us empower families to prevent and treat addiction and support recovery for their children and loved ones.

Thanks to your support, we are making strides to ensure no family faces this disease alone. Whether you've signed an advocacy alert, shared our resources with your community, or supported our work with a financial contribution, you are helping connect parents and caregivers to actionable tools. You are delivering hope during a time when so many people need it.

Because of you, we continue to strengthen our vital family services which connect with thousands through our helpline, peer coaches, and online support community. With the number of overdoses continuing to rise to record highs, our work has never been more necessary.

The Partnership's efforts to enhance human connection and support are key to reversing the addiction epidemic crippling our nation. When families are positively involved in their loved one's care, the outcomes are better, and they are more hopeful about the future.

We are committed to ensuring families have a lifeline in these most challenging times. Thank you for taking part in this life-changing work. We look forward to all we will achieve together in 2022.

With Gratitude,

Creighton Drury
Chief Executive Officer



Marko Geber / Getty Images

New offering and volunteer training for parents

In the second half of 2021, we developed a digital peer support program to offer the option of mobile messaging as a way for families seeking one-on-one support to connect with a parent coach.

Our online, six-week parent coach training for interested volunteers — ideally, parents and caregivers with lived experience who want to provide peer support to families struggling with a loved one’s substance use — begins in 2022. Upon completing their training, volunteers will work with parents via text message, using the Partnership’s proprietary case management platform.

Online support community updates

- Trained additional coaches creating a team of 18 online facilitators who have all experienced a child’s substance misuse firsthand
- Beta tested a future planned meeting for parents of LGBTQ+ children with substance misuse
- Launched a monthly parents grief group meeting facilitated by coaches who have also lost children to substances

[Learn more](#) about our online support community, including registration and meeting times.

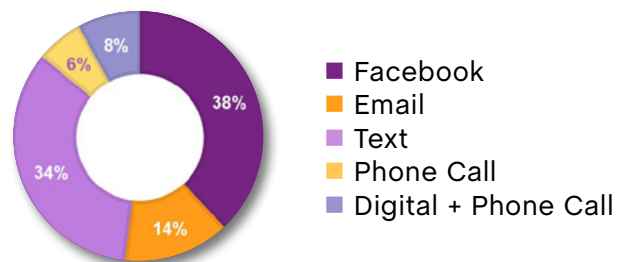


I can't thank you enough for all your help today.

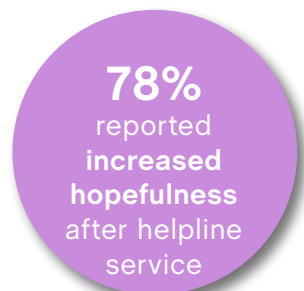
I finally feel that we are not alone in all this. We have gone through so many emotions from feeling ashamed, blaming ourselves, anger, sympathy; you name it. We will find help with all that you have suggested. Thank you.

Helpline Parent

How families connect with the Partnership (by mode of service)



Since connecting with the helpline



PARTNERSHIP IN ACTION

Through collaborative efforts with public and private partners — including Jazz Pharmaceuticals, Mother Cabrini Health Foundation, the National Institute for Mental Health, the Upswing Fund for Adolescent and Mental Health, among many others — we are advancing effective care, empowering parents and caregivers, and actively working to reduce health disparities that disproportionately affect underrepresented families and other at-risk populations.

Reaching at-risk LGBTQ+ populations with vital resources

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 are currently struggling with their loved one's substance use.

Through extensive research, we were able to identify key issues for loved ones of LGBTQ+ adolescents. We translated this work into developing web articles and resource lists and 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 fill a considerable gap in services but also help enhance provider education and the connection between family and addiction in LGBTQ+-related family therapy.



Projects serving LGBTQ+ teens and their loved ones

1. [LGBTQ+-specific homepage](#) with articles, webinars and other resources for families of LGBTQ+ adolescents
2. Two specialized LGBTQ+ trainings for helpline specialists, equipping them to better respond to unique concerns facing this population
3. Unique LGBTQ+ messages created for Help & Hope by Text
4. Bi-weekly LGBTQ+ online support community meetings currently in testing stages
5. Series of live training modules for providers, including an overview of the impact of addiction on LGBTQ+ youth and family therapy for LGBTQ+ youth

Serving the Latinx community

The Partnership remains dedicated to ensuring our free services are accessible to all communities. We are pleased to share continued and substantial progress in this crucial area, 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.

Concurrently, we continue to build upon the growing reach of 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 parents needing prevention, intervention and recovery services.
- **Helpline:** We continue to expand our team of bilingual helpline specialists who work directly with Spanish-speaking families.

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Le agradezco mucho su conversación.

A veces uno prefiere hablar con alguien imparcial y desconocido para desahogar lo que muchas veces nos avergüenza que los conocidos sepan. ¡Gracias por todo!

[I very much appreciate the conversation, sometimes one prefers to speak with someone who is impartial... someone you don't know to be able to vent....because a lot of times it's just so embarrassing for our acquaintances to find out. Thank you for everything!]

Helpline Parent

Usted No Esta Solo

Le brindamos apoyo gratuito y confidencial en español para ayudar a un ser querido que lucha contra las drogas.

Empezar a recibir ayuda >

Clinician training and 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. It 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.

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My son, who just turned 18, struggles with substance misuse and mental health. The resources at the Partnership are a lifeline for me. I work with a parent coach and I am on the website nearly every day reading something. I have begun one of the online courses. It took me a year and a half to find the Partnership;

thank you from the bottom of my heart for what you are doing for parents like me.

Online Support Community Parent

CRAFT training for providers

The **Community Reinforcement Approach and Family Training (CRAFT)** is a scientifically-based intervention program that helps concerned family members and partners motivate those who are struggling with addiction into treatment. CRAFT was developed with the belief that significant others can play a pivotal role in helping their loved ones accept treatment. Research has shown that partners who engage in CRAFT therapy become more independent and reduce their depression, anxiety and anger symptoms, even if their loved one does not enter treatment.

Our CRAFT training format was delivered as a five-day, intensive, blended model. The comprehensive program included online lessons consisting of video lectures, knowledge check questions and reflection assignments. There were also three live Zoom instruction sessions, where Partnership facilitators demonstrated clinical skills, provided valuable feedback during student roleplays and answered questions from participants.

The course was well attended by clinicians from state and private agencies with a variety of backgrounds including, clinical psychologists, licensed mental health counselors, licensed clinical social workers, and credentialed alcoholism and substance abuse counselors. Two hundred thirty-four individuals from more than 124 agencies attended and completed the CRAFT foundational training course.



POLICY & ADVOCACY

We made significant strides advocating for improved policies to increase access to compassionate treatment for substance use disorder, while removing barriers to receiving effective care.

- ✓ Partnership to End Addiction remains committed to substance use prevention that comprehensively supports healthy youth development and addresses risk factors. We crafted a [blog for Health Affairs](#) and held a [briefing with Friends of NIDA and the American Psychological Association](#), underscoring how recent COVID-response legislation can be used to reinforce this broader approach.
- ✓ We served as peer reviewers for [model state legislation](#) from the Office of National Drug Control Policy and the Legislative Analysis and Public Policy Association, helping state legislatures ensure funds from opioid settlements are directed toward addressing the addiction crisis.
- ✓ 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, offers policy solutions to help address those barriers and promotes advocacy as a way to create lasting policy changes.
- ✓ Two Partnership presentations were included in the American Public Health Association conference — one on [insurance barriers to mental health and substance use care](#) and the other on findings from our recent survey of parents whose families have been affected by addiction on their attitudes/beliefs about, and experiences with, prescription opioids and non-opioid alternatives.

2021 Mobilize Recovery Conference

In August, the Partnership joined more than 30 organizations and 1,300 attendees at the 2021 Mobilize Recovery Conference. We were proud to partner with Mobilize Recovery around this important event and host two family-focused sessions, including [Key Differences of the Family & Individual Recovery Experiences](#). We discussed the importance of engaging families in the recovery process as a way to significantly improve long-term recovery 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.



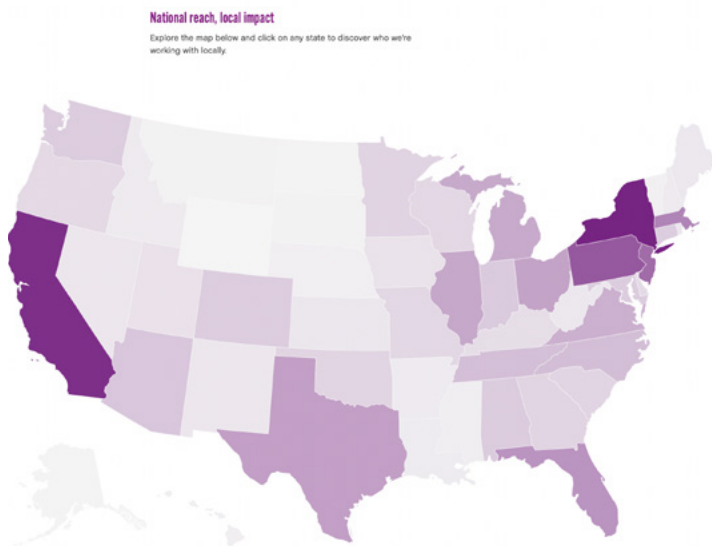
The Partnership's Chief External and Government Relations Officer Marcia Lee Taylor (far right) with fellow Mobilize Recovery attendees (left to right) Cheryl Juare, Carleah Summers and Jaclyn Brown

COMMUNITY PARTNERSHIPS

We work to integrate compassionate, research-backed and effective policies and programs on addiction with the help of our community partnerships throughout the country.

Community Partners Network in 2021

- Increased program membership by 200%
- Established ongoing communication consisting of quarterly meetings, bi-monthly newsletters, quarterly webinars and monthly drop-in meetings
 - Webinars included an overview of our services for state partners, a conversation with Kevin Sabet of SMART Approaches to Marijuana about his new book on the cannabis industry, and a deep dive on our new story-oriented advocacy tool
- Further enhanced program web assets, including online enrollment and a new interactive partners map
- Built a private content hub for partners with customizable calendar, contact sheet and co-brandable resources
- [Click here](#) to learn more about and join our Community Partners Network



A Parent's
Guide to Raising
Resilient Kids

Partnership
to End Addiction

Raising Resilient Kids

In October, we 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. [Download the guide and view the webinar recording.](#)

CHAMPIONS CORNER

Corporate Citizen Spotlight: Here for You

We continue to see great success with our workplace webinar, **Here for You**, designed to empower employees to prevent or address a loved one's substance use. We hosted this interactive webinar with several corporate partners over the course of 2021. We received positive feedback from attendees across the nation: *"This is invaluable; thank you for bringing it to our company."* *"Just terrific content delivered in a digestible format, thank you!"* *"Great presentation, loved the interaction."*

This comprehensive presentation is packed with science-based information and research-supported

resources. Our webinar empowers parents and caregivers to have effective conversations about substances, recognize substance use and take the necessary steps if a loved one needs help. Delivered virtually by trained Partnership staff with a live Q&A session, **Here for You** can be customized to meet the unique needs and concerns of your workforce and community.

For more information about how to bring this opportunity to your place of business, please contact Kaila Sassano at KSassano@toendaddiction.org.

Partners for Hope endurance teams go the extra mile

We are proud of our dedicated Partners for Hope marathon teams. Together, they raised \$50,000 in the 2021 TCS NYC Marathon, helping us amplify our vital work on behalf of the families who depend on the Partnership's free services.

Our teams are made up of passionate individuals running in celebration of recovery, in memory of a loved one lost to addiction, as well as those advocating for families who are facing addiction to be treated fairly and with compassion.

This spring, our 2022 teams will be ready to lace up their sneakers at the 2022 United Airlines NYC Half Marathon and the 2022 Brooklyn Marathon and Half Marathon. You still have a chance to join our Partners for Hope team and the Partnership can be your ticket into these races. Spots are filling up fast – [Apply TODAY!](#)



“

I ran as a Partner for Hope in honor of my little brother Brian.

Organizations like the Partnership can prevent someone else from losing a loved one.

Jess C., Partners for Hope Teammate

Hope Out Loud Gala: A Resounding Success

Long-standing, devoted friends and new champions alike supported our first-ever virtual gala, **"Hope Out Loud"**, in November. **Together, we raised more than \$1.4 million** for the families who depend on our free customized tools and resources.

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 deeply grateful to our Emcee, Emmy-winning journalist **Tamron Hall** who helped us host an extraordinary evening.

Our largest fundraiser of the year's success would not have been possible without our Board of Directors, Gala Host Committee, sponsors, donors, parent coaches and volunteers. Be on the lookout for more information about our 2022 gala.



The LUMINEERS performing at the Partnership's 2021 Virtual Gala, November 16. Click the [photo](#) to see a highlight reel.

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Addiction comes in all different shapes and sizes, and we must stay informed, educated and dedicated to going the extra mile in support of those we love who are struggling.

My hope is that this gift will continue to help families who face addiction for years to come.

Partnership Champion leaving a legacy gift

CREATE YOUR LEGACY: Impact Generations to Come



As a supportive and generous donor, we know you have embraced our mission – and you may be looking for additional ways to provide enduring support for the families we serve.

You can ensure a lasting impact for generations to come by including Partnership to End Addiction in your will. Creating a will is an important life task and one that can often seem overwhelming, but **we've partnered with FreeWill** to help make this process easier for you and your family.

Many of our supporters have already utilized this online tool to plan their legacy and dedicate sustainable funds for important causes. To help ensure that resources for parents and families impacted by addiction remain a priority, some have chosen to include Partnership to End Addiction as a way to remember loved ones lost to addiction. **[Begin your legacy with us today.](#)**

Stay Connected!

Receive updates and more. Follow us on:

