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A Message from Our CEO, Creighton Drury

“This has been an incredibly important year for Partnership to End Addiction.

We focused on merging our two legacy organizations to maximize impact in our quest to end the addiction epidemic. The newly combined organization is focused on four priorities:

1. Helping families and parents by empowering them with support and free resources.
2. Collaborating with health care providers and working with them to more effectively treat addiction.
3. Partnering with researchers and policymakers to change the way our nation views and treats this disease.
4. Mobilizing a cultural shift to eliminate stigma around addiction.

This work wouldn’t be possible without our talented team at Partnership to End Addiction, as well as our board of directors and our generous donors. In addition, our family of parent coaches and our partners are critical to the work we do. We are also appreciative of our many legal and corporate partners who volunteer their services in furtherance of our mission. Progress requires partnership and collaboration, and we couldn’t be more grateful for the passionate people and organizations that work with us.

Now, we enter a new decade with a new name: Partnership to End Addiction. We are excited to move forward with our new name and brand, and realize the full promise of our merger. By expanding our digital capabilities, reaching more families with quality services, and collaborating with government and health care leaders to implement the solutions our country desperately needs, we can transform how the nation addresses addiction.
Our Impact in 2019

- 7.1M website visits in the past year
- 40M+ reached via Facebook SOS campaign
- 10K+ families served through the helpline
- Advocates in 49 states & 87% of congressional districts
Advancing Effective Care

When families are looking for information or support for a child’s substance use, our family services provide a wide range of options. Our goal is to “meet them where they are,” tailoring and individualizing support for each family’s specific needs and situation.

Helpline and Parent Coaching

We reached more than 10,000 parents with one-on-one support through our helpline in 2019, an 84% increase from 2018. Seeking information and support to help them with their child’s substance use or addiction, parents contact our specialists via email, phone, Facebook Messenger and text message. Specialists help families evaluate their needs and assist them with plans for next steps, with the goal of empowering them to take action.

Our parent coaching program provides parents with compassionate support from someone who has been in their shoes. Peer parent coaches are volunteers who have lived experience with their own children’s substance use and undergo rigorous training before they begin coaching. In 2019, we trained more than 70 new parent coaches, and our number of program participants grew 78%.

“
I can’t tell you how terrible I felt before talking to you... now I know where to begin getting the help I need.

Helpline caller

Helping Delaware Families

In 2019, the organization began work with the Delaware Department of Health and Social Services (DHSS) to bring dedicated, science-based resources to the state and support to Delaware families. The collaboration entailed providing innovative, digital resources and one-on-one support to parents and caregivers helping a loved one struggling with opioids or other substances.
Guide on Co-Occurring Disorders
Getting help for a young person with both a mental health disorder and a substance use disorder can be complicated. In partnership with the Child Mind Institute, we created a guide to substance use and mental health disorders in adolescents and young adults. This guide educates and empowers parents and caregivers to help young people start treatment and support their recovery.

Teen Survey
We published Teen Insights into Drugs, Alcohol, and Nicotine: A National Survey of Adolescent Attitudes Toward Addictive Substances, which analyzed responses from teens across the country related to their attitudes, beliefs and experiences regarding substance use and addiction. The better we understand their thought processes and what influences them, the better we can help parents protect their children from substance use and addiction, and get teens the support they need.

Program for Pregnant and Postpartum Women with Addiction
Pregnant women and new mothers are a vulnerable group in need of support. With funding from the National Institute on Drug Abuse (NIDA), Partnership to End Addiction began developing and testing a tablet-based program for pregnant and postpartum women impacted by addiction. The program provides education, motivation and support to women who are enrolled in early childhood home visiting programs.
Integrated Treatment for Adolescents with ADHD
The Patient-Centered Outcomes Research Institute (PCORI) funded our study on treatment for adolescents with ADHD, which concluded last year. We found that certain family-based interventions not only showed positive effects in addressing ADHD symptoms, but also common co-occurring problems. These interventions benefited youth with substance use disorders as well as their non-using peers.

Promoting Integration of Primary Care into Behavioral Health (PIPBHC)
Opioid use disorder continues to impact people across the country. However, treatment facilities often lack the resources to implement best practices. In 2019, we provided technical assistance to opioid treatment programs to facilitate integration of comprehensive mental health and primary care. Our efforts concentrated on a program in Bronx, New York.
Shaping Public Policy

The families we work with around the country have faced numerous barriers caused by ineffective and stigmatizing policies. Their struggles drive our commitment to ensuring that policymakers address addiction as a public health issue, not as a moral failing. We are working to elevate the voices of these families and ensure that addiction policies are rooted in science and compassion.

Uncovering Coverage Gaps II

We published our second report examining insurance coverage for substance use disorder benefits: *Uncovering Coverage Gaps II: A Review and Comparison of Addiction Benefits in ACA Plans*. We found that only four states offered plans in 2017 that provided adequate coverage for addiction treatment. The Affordable Care Act requires certain plans to cover substance use disorder benefits – but we discovered that more than half of U.S. states offered a plan in 2017 that did not comply with those requirements.

Report author Lindsey Vuolo, our Vice President of Health Law and Policy, penned an article for the Health Affairs Blog on one the report’s main findings, that coverage for methadone, an effective medication for opioid use disorder, worsened in the midst of the opioid crisis. She argued that *The Federal Government Needs to Take Stronger Action to Prevent Discriminatory Coverage of Methadone*.
Addiction Solutions Campaign
We co-authored an op-ed with our Addiction Solutions Campaign partners that ran in the Cincinnati Enquirer in advance of the Democratic Party’s fourth presidential debate, which was held in Ohio. They wrote, “It is imperative that addiction is a topic in the next debate. Our country deserves a meaningful discussion about our commitment to addressing this crisis.”

Speaking Events
Partnership to End Addiction policy and advocacy leaders participated in prominent events around the country related to addiction and public health:

**Lindsey Vuolo**, Vice President, Health Law and Policy, spoke at the PCORI salon series, The Evidence Is In. She addressed the state of policy solutions to the opioid crisis, with a focus on prevention and treatment of opioid use disorder.

**Marcia Lee Taylor**, Chief External and Government Relations Officer, was a panelist at the Bipartisan Policy Center’s The Role of Litigation in Response to the Opioid Epidemic event, moderated by former White House Office of National Drug Control Policy (ONDCP) chief of staff and senior policy adviser Regina LaBelle.
Advocacy

Advocacy is critical to shaping public policy and effecting change. In 2019, Partnership to End Addiction advocates spanned 87% of congressional districts. We issued four action alerts, compelling advocates to contact their members of Congress regarding federal legislation that is critical for transforming how we address addiction.
Changing Culture

One of the biggest barriers to support that families encounter is stigma. By encouraging people to talk about addiction and the issues that can lead to substance use, we can help end the addiction crisis.

The First Day

We partnered with the Herren Project on The First Day film, which takes a deeper look at the issues facing youth today – including substance use and mental health issues. As part of the collaboration, we developed discussion materials, education curricula and resources to help communities prevent and treat substance use disorder.
Stop Opioid Silence Campaign
We joined with Facebook to launch a new public awareness campaign aimed at reducing the stigma that surrounds opioid addiction. The Stop Opioid Silence (SOS) campaign encouraged people to break their silence and feel empowered to share their stories with each other, a medical professional, family member or friend — whether they personally struggle with opioid addiction or if a loved one has. More than 40 million people saw the campaign.
Changing Culture

Prescription Drug Take Back Day
We partnered with the Drug Enforcement Administration to promote National Prescription Drug Take Back Day, a day when collection sites across the country take back unused medications. We also worked with Google to help raise awareness about the national crisis by making it easier for people to find nearby Take Back Day events in their local areas by using Google Maps technology. Google also created a new video, “Life of a Pill,” to help parents and families understand the importance of properly disposing of unused or expired prescription medication safely, which our chief external and government relations officer narrated.

Answering “Impossible Questions” Through Public Service Advertising
We launched two advertising campaigns that examined the impact of opioid addiction on families, while offering hope and support. Both campaigns, created pro-bono by New York-based independent agency Terri & Sandy, featured TV, print and out-of-home executions and drew on raw, true-to-life scenarios, many of which have no easy answers. Each ad encouraged parents and loved ones to get the support and resources they need at drugfree.org.
Financial Overview
Our Annual Dinner

We raised more than $2 million at our inaugural gala, and celebrated the merger of Center on Addiction and Partnership for Drug-Free Kids. Generous donations from the November 2019 event have advanced the impact of our work and helped even more parents, like featured volunteer coach Kathy Strain. Special thanks to our wonderful honorees, corporate citizens CVS Health and President and CEO Larry J. Merlo, and Viacom and President and CEO Bob Bakish, as well as our special tribute award recipient, Pulitzer Prize-winning journalist Terry DeMio. We are also deeply grateful to our Master of Ceremonies, two-time Tony Award-winning actor Sutton Foster, and of course, our Board of Directors, Gala Host Committee and all of our invaluable sponsors, donors, parent coaches and volunteers.
## Financial Statement

### Partnership to End Addiction Balance Sheet as of December 31, 2019 and 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,718,723</td>
<td>$799,360</td>
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<tr>
<td>Grants &amp; contributions receivable, net</td>
<td>$2,222,923</td>
<td>$2,788,176</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>$1,809,532</td>
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<tr>
<td>Investments</td>
<td>$36,992,623</td>
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<td>Other Assets</td>
<td>$1,712,833</td>
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<td>Property and equipment, net</td>
<td>$7,580,618</td>
<td>$7,813,388</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$52,037,252</strong></td>
<td><strong>$43,547,876</strong></td>
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</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Account payable and accrued expenses</td>
<td>$1,950,689</td>
<td>$1,530,213</td>
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<tr>
<td>Deferred revenue</td>
<td>$707,348</td>
<td>$278,196</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$2,658,037</strong></td>
<td><strong>$1,808,409</strong></td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$49,379,215</strong></td>
<td><strong>$41,739,467</strong></td>
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</table>

### DETAIL OF NET ASSETS

<table>
<thead>
<tr>
<th>WITHOUT DONOR RESTRICTIONS</th>
<th>WITH DONOR RESTRICTIONS</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating Funds:</td>
<td></td>
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<tr>
<td>Available for operations</td>
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<td>$8,448,196</td>
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<td>Program Services</td>
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<td>The Joseph A. Califano Institute for Applied Policy</td>
<td>$12,193,197</td>
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<td>Program Concentration Fund</td>
<td>$22,671,875</td>
<td>$22,671,875</td>
<td>$21,545,991</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$43,313,268</strong></td>
<td><strong>$6,065,947</strong></td>
<td><strong>$49,379,215</strong></td>
</tr>
</tbody>
</table>
Thank You to Our Individual Champions

Circle of Hope $10,000+
Jonathan Able
Harriet S. Burke
Columbia Bush
Joseph A. Califano, Jr.
Kenneth I. Chenault
Iris C. Clark
Phyllis Burke Davis
Victor F. Ganzl
Melinda Hildebrand
John D. Idol
Frederick W. Kanner, Esq.
Thomas L. Kempner, Jr.
Bill Koenigsberg
Christine & Richard Mack
Thomas S. Murphy
James G. Niven
Adebayo Ogunlesi, Esq.
Allen G. Rosenshine
Michael I. Roth
Marvin & Donna Schwartz
Natasha Silver Bell
Beatrice Stern
Carl Swenson
Melissa Tasse
Elizabeth Vargas
Mike White

Benefactor of Hope $1,000 – $4,999
Robert Abbott
Alexander Acquavella
Calvin Agran
Stephanie Badalamenti
Jared Bari
Carter Barnhart
Ruth Baumann
James P. Bourgeois
Mark G. Califano, Esq.
Lawrence Creevy
The Curry Family
Kyle J. Dalrymple
Rosa DeVito
Mark DiMassimo
Macintyre Garbani
Andrew Garcia
Martha Greenwood
John Halley
Lawrence Hamdan
Stephen Hartzell
Michael Howard
Thomas Hughes
David Ives

Michael K. Neborak
David Perecman
Amanda Powers
John Powers
Siva Raven
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George N. Stonbely
Andrew Tate
Marcia L. Taylor
Hayes Veeneman
Henry Wempe
Sandeep Yarlagadda
Elisabeth Zamule
Robert B. Zoellick, Esq.

Cornerstone of Hope $5,000 – $9,999
Michael Choy
Sutton Foster

Eugene F. Jankowski
Kathleen Keefe
Tara Kelleher
Michael Kovie
Margaret Krupa
Josh Kuriloff
Sandy & Ann Langner
Doug Leu
David Lien
Jason Mack
Srinivas Mandyam
Christine Martino
Thomas May
Bliss R. McCord
Nancy McGregor
Dylan McLaughlin
LeeAnn Merlo
Benjamin Mink
John Moehling
Kevin Monahan
Richard Morgan
Betsy Morrell
Cheryl Morris
Fred Muench, Ph.D.

Bequest donors leaving a legacy
Iris C. Clark and Frederick W. Kanner, Esq.

You, too, can leave an enduring legacy to ensure the sustainability of our critical mission by including Partnership in your last will and testament. Start your will today to leave a gift that will last for generations to come.
Thank You to Our Corporate and Foundation Partners & Government Funders

**Visionary**
$500,000+
- Google LLC

**Innovators**
$250,000 – $499,999
- Conrad N. Hilton Foundation

**Champions**
$100,000 – $249,999
- CMR Foundation
- Consumer Healthcare Products Association
- CVS Health
- Facebook
- Hearst Foundation
- Jazz Pharmaceuticals
- The Milbank Foundation
- Pacira Pharmaceuticals, Inc.
- Stavros S. Niarchos Foundation
- Twilio
- Viacom
- Voices for Non-Opioid Choices
- Wilson Sonsini Goodrich & Rosati

**Leaders**
$50,000 - $99,999
- The Achelis and Bodman Foundation
- American Express Company
- LionTree LLC
- Quest Diagnostics
- Thomas D. Shaffner Charitable Foundation
- Willis Towers Watson

**Supporters**
$10,000 – $49,999
- AbbVie
- Ainslie Foundation
- Alkermes
- American Airlines
- Bank of America
- Bank of America Merchant Services
- BBDO Worldwide
- Bloomberg Philanthropies
- Boston Medical Center
- The Boucher Charitable Foundation
- Bristol-Myers Squibb Company
- Bristol-Myers Squibb Foundation, Inc.
- Carlson Wagonlit Travel
- CBS Corporation
- Courrier Network
- Cravath, Swaine & Moore
- Cushman & Wakefield
- Delta Air Lines
- Deutsche Bank
- Discovery
- Disney Advertising Sales
- The Donohue Family Foundation
- Emergent BioSolutions
- F.M. Kirby Foundation, Inc.
- The Gottesman Fund
- Hearst Corporation
- Horizon Media, Inc.
- Interpublic Group
- JPMorgan Chase
- The Marc Haas Foundation
- The McCulloch Family Charitable Fund
- Mount Sinai
- National Basketball Association
- Nektar Therapeutics
- New York Football Giants, Inc.
- New York Presbyterian Hospital
- NFL Foundation
- Omnicom Group Inc.
- PepsiCo, Inc.
- Peterson Wilmarth and Robertson, LLP
- The Ralph and Ricky Lauren Family Foundation, Inc.
- Resource and Event Management Ltd.
- The Robbins Family Foundation
- Roux
- Peter B. & Adeline W. Ruffin Foundation, Inc.
- Jeanne S. and Herbert J. Siegel Philanthropic Fund
- The Sunshine Foundation
- Tishman Speyer
- United Airlines
- Wachtell, Lipton, Rosen & Katz
- White & Case LLP

**Partners**
- AMC Networks
- Avenues New York City, LLC
- Bank of America Charitable Foundation Inc.
- The BLS Company
- The Clarissa & Edgar Bronfman Jr. Foundation
- Community Foundation Greater Des Moines
- Changing Our World
- CoreMedia Systems
- Davis Wright Tremaine LLP
- Deutsche Bank Securities Inc.
- DoubleVerify, Inc.
- Enterprise Holdings, Inc.
- FreeWheel
- The Hertz Corporation
- William & Flora Hewlett Foundation
- Matching Gifts Program
- IHG Hotels & Resorts
- Innovate Inc.
- J5 Martin Family Foundation
- Kendall Brill & Kelly LLP
- L4 Foundation
- The Lehman Foundation
- Loeb & Loeb, LLP
- The David & Sondra Mack Foundation
- The Magnolia Charitable Foundation
- Marriot
- The Melville Foundation
- National Association of Broadcasters
- National CineMedia
- NBC Universal
- New York Interschool Association, Inc.
- New York Mets
- Newmark Knight Frank
- Pitney Bowes Foundation
- Schaps Family Foundation
- Seda Vale Foundation, Inc.
- Tifosi Optics, Inc
- Truth Initiative
- The University of Chicago
- James & Virginia Welch Foundation
- Wells Fargo & Company
- The Zip Foundation
- Roy J. Zuckerberg Family Foundation

**Government Funders**
- New York State Office of Addiction Services and Supports (OASAS)
- New York State Office of Mental Health (OMH)
- Patient-Centered Outcomes Research Institute (PCORI)
- U.S. Department of Health and Human Services (HSS)
  - Food and Drug Administration (FDA)
  - National Institutes of Health (NIH)
    - National Institute on Alcohol Abuse And Alcoholism (NIAAA)
    - National Institute on Drug Abuse (NIDA)
    - National Institute of Mental Health (NIMH)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- U.S. Department of Justice (DOJ)
  - Drug Enforcement Administration (DEA)

Our work is not possible without you.