



YOUR IMPACT REPORT

FEBRUARY 2021



2020 HIGHLIGHTS

We expanded our network of trained volunteer [parent coaches](#) to 37 states. Coaches are parents who have also struggled with a child's substance use and now provide support to other parents in need.

We debuted new public service announcements (PSAs) featuring the Grammy-nominated band The Lumineers, reaching millions of families with the message: [to end addiction, start with connection.](#)

We grew our free, [solutions-focused online support community](#) equipping parents with evidence-based techniques and skills in a safe and loving environment.

We [developed an online learning course](#) for parents and caregivers, helping them with skills to manage the challenges of adolescent substance use.

Forging [multiple new partnerships](#) with organizations across the country, we have trained providers on family-focused therapies to expand evidence-based addiction care.

We reached our goal to have a [parent advocate in all 50 states.](#) Join us as a force for change.

[Our new podcast series, Heart of the Matter with Elizabeth Vargas](#), launched with a focus on sharing personal and candid stories about addiction.

Dear Generous Champion,

In this edition of *Your Impact Report*, we highlight various ways your incredible generosity is helping families impacted by addiction. Because of you, we were able to meet the challenges of 2020 head-on, growing our free programs and resources during a critical time of uncertainty and leading to an increased need for support.

Spikes in alcohol and substance misuse to cope with the stress and anxiety related to the COVID-19 pandemic — and the number of lives lost to overdose deaths — continue to rise. It remains incredibly challenging for families to access quality treatment for their loved ones, so our work presses forward. We continue to help parents advocate, share their stories and dispel the stigma that exists today.

I am pleased to share that we were recently awarded two grants to further our commitment to serving at-risk and under-served populations. One grant will enable us to address the pressing needs of parents and caregivers of at-risk children who identify as LGBTQ+ and another, from the Mother Cabrini Health Foundation, to expand our reach by providing critical resources to under-served Spanish-speaking families.

In 2021, we are working even harder to build upon this momentum, upping our commitment to serve more families, help ensure access to quality care and make progress toward transforming how our nation addresses addiction.

Thank you for joining us. Our work is not possible without you.



With gratitude,

Fred Muench, Ph.D.
President

**Partnership
to End Addiction**

SERVICES FOR FAMILIES:

How we pivoted to help families amid COVID-19

Nearly one year into COVID-19, we continue to find new and innovative ways to grow our programs fostering peer-to-peer connection and support.

Your gifts assisted in the expansion of our volunteer parent coach program. **We took our traditional in-person training online and hosted virtual trainings nationwide.** We created a comprehensive curricula for parents that integrate both community building and quality education in a new six-week virtual program.

These trainings have been a great success, allowing for greater flexibility as we continue to grow our roster of parent coaches and scale this service to meet families' needs.



“

I reached out to Partnership to End Addiction to gain more support and guidance in helping my son with substance use disorder. Little did I know that one phone call would connect me to a parent coach, and now I participate in their online support community twice a week. I'm able to feel good about sharing my story with other parents and listen to others in similar circumstances. It's the best resource!

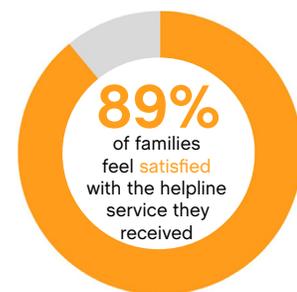
Parent coaching participant

DID YOU KNOW?

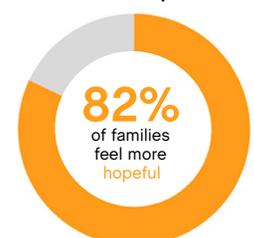
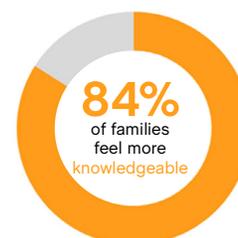
Your donations help with:

Day-to-day operations. Our [helpline](#) is open 365 days a year, from 9:00am-midnight ET on weekdays and from 12:00pm-5:00pm ET on weekends and holidays. Parents can connect to one of our 15 helpline specialists, many of whom are **bilingual English and Spanish speakers**.

Ease for families. Parents and caregivers can reach our helpline through their preferred communication method: **text, Facebook Messenger or email** and get a response within 24 hours or less with the ability to schedule an appointment.



Since connecting with the helpline:



The above data are all collected from assessments issued to families seven days after they initially contacted the helpline in 2020. The sample size is 438 assessments.



POLICY & ADVOCACY: Our work on the hill continues

With your help, we raised awareness, shared educational resources and influenced policy at the highest levels.

Here's what your support helped accomplish:

- **We now have parent advocates in all 50 states and 93% of congressional districts.**
- In October, we celebrated a big win. **The U.S. House of Representatives passed the Family Support Services for Addiction Act.** This legislation will create a much-needed grant program for community organizations and other nonprofits to provide family support services. This includes investing in caregivers' and families' roles in addressing substance use disorder and addiction and

empowering them with training, education and peer-to-peer support.

- In collaboration with Legal Action Center, we completed a **four-report series** spotlighting key insurance barriers and offering recommendations, including increased enforcement of the 2008 Mental Health Parity and Addiction Equity Act.
- We teamed up with a number of other leading addiction experts to publish a report of recommendations and evidence-based strategies for **how states and localities should invest any opioid litigation funds to address the opioid crisis.**

**JOIN US AND
MAKE YOUR
VOICE HEARD!**



Check out our **new advocacy toolkit.** It provides step-by-step instructions for individuals and families interested in advocating on the issue of addiction.

PARTNERSHIP IN ACTION

Through collaborations with public and private partners, we've made tremendous strides to advance effective care:

Treating teens

With support from the National Institute of Mental Health, **we created an online provider training centered around core techniques of family therapy or cognitive behavioral therapy that uses video-based modeling along with weekly course modules.** As part of this effort, we will test the efficacy of this brief, ongoing and accessible training style. We aim to determine whether or not it leads to increased use of evidence-based techniques in the clinical workforce treating adolescent substance use and other externalizing problems.

Serving families

Thanks to funding from the Substance Abuse and Mental Health Services Administration (SAMHSA), we recently joined the National Federation of Families, along with other partners, to create the first national family support technical assistance center. This center **aims to serve families whose children experience mental health and substance use challenges by providing resources, technical assistance, and training to the workforce, organizations and communities that support them.**

Promoting Integration of Primary and Behavioral Health Care

With support from SAMHSA, this program **serves individuals with opioid use disorders who are also at risk for, or already have, chronic health or behavioral health issues.** This program is being implemented consecutively at three opioid treatment programs. It includes developing and delivering staff training on integrated care implementation, as well as sustainability planning.

Person-centered care

In partnership with the New York State Office of Addiction Services and Supports (OASAS), Managed Care Technical Assistance Center (MCTAC) provides technical assistance to adult substance use disorder providers within the NYS OASAS system of care. **Technical assistance is centered on principles of person-centered care and delivered in online platforms and video-based formats.** MCTAC collaborates with technical assistance and training partners to create and deliver innovative substance use content to providers throughout the state.



CHAMPIONS CORNER

Corporate Citizen Spotlight: Workplace giving with a lot of heart

Over three decades, **HEARST** *corporation* has been a valuable champion. They support our mission through critical in-kind media donations to run PSAs, employee giving and engagement programs, and generous contributions. Empowering families around addiction has always been personal for Hearst, and we are honored to work with them to care for their entire workforce. Recently, the corporation made a generous donation to Partnership to End Addiction in honor of one of its executives, Marty Faubell, for his 30+ years of dedicated service with Hearst Television and in memory of his son Christopher Faubell.

When Chris tragically passed away from an overdose in 2016, we established a Tribute Fund. Hearst employees could contribute and support the Faubell family during an extraordinarily difficult time. Between the funds raised from Hearst employees and the company's generous donation, **we have raised more than \$20,000 in Chris' memory. These funds are helping families find the guidance and resources they need to navigate their child's addiction.** We are so grateful for partners like Hearst and their employees who inspire us every day.

Donor Spotlight

We are very appreciative of our champions who have been by our side through our merger, supporting our mission to transform how our nation addresses addiction. Individual, corporate and foundation partners make our lifesaving work possible. These donors have demonstrated their unwavering dedication to helping families affected by substance use — recognizing addiction as a public health issue — and responding with compassion, leadership and urgency.

Special thanks to our Founder's Circle and Chair's Circle who help us sustain our efforts during these tumultuous times. We continue to face increased demand as the addiction epidemic worsens during the COVID-19 pandemic. These devoted supporters are recognized on our [website with the addition of a heart icon](#) (♥). We thank them for their commitment to the health and wellness of our communities and families.

IMPACT GENERATIONS TO COME.



Create your legacy.

As a supportive and generous donor, we know you embrace our mission and may seek additional ways to provide enduring support.

One way to ensure a lasting impact for generations to come is by including Partnership to End Addiction in your will. Creating a will is an important life task and one that can often seem overwhelming. [We've partnered with FreeWill](#) to help make this process easier for you and your family.

Many of our supporters have already used this online tool to plan their legacy and dedicate sustainable funds for causes that are important to them. Some have chosen to include Partnership to End Addiction as a way to remember loved ones lost to addiction. They do this to ensure that resources for parents and families struggling with substance use are always a priority. [Begin your legacy with us today.](#)

Stay Connected!

Receive updates and more.
Follow us on:

