

Coaching Outcomes Report

Addiction Wellness Data

2016–2020

Harnessing the power of the peer, technology and data science to get – and keep – persons with addiction and their loved ones well.





OUR MISSION
is to get people with addiction and their loved ones well.



OUR VISION
is a nation that has solved the disease of drug and alcohol addiction.

Face It TOGETHER is an addiction wellness nonprofit that provides effective peer coaching to persons with addiction and their loved ones. Coaching is evidence-based, compassionate and data-driven.

This Outcomes Report, including member data from 2016 to 2020, isn't a traditional annual report. We've made that decision intentionally, knowing our years of data collection surrounding addiction recovery and loved one wellbeing sets us apart.

We don't focus on sobriety as the only measure of wellness. Instead, our coaches address all areas of our members' lives. Doing better—not just being sober—is what gets people well.



I was drawn to Face It TOGETHER because I recognized its unique, effective approach for helping people get well from addiction. Since then, I've been so impressed by the organization's culture and the commitment to treating every coaching member, employee and community partner with dignity and respect. With the challenges of the past year, we remain true to our mission of providing confidential, evidence-based peer coaching for those impacted by addiction.



- JIM JOHNSON,
Board of Directors Chair,
Chairman & CEO, GE Johnson Construction Co.

KEY TERMS:

Person with addiction (PWA):

'Person with addiction' refers to our members who are struggling or have struggled with alcohol and other drugs. PWAs may or may not have received an addiction diagnosis in the past. They come to us with a range of goals, including just reducing use.

Loved one (LO):

A 'loved one' is anyone who is impacted by or concerned for someone in their life with addiction. LO members may be spouses, parents, close friends or even coworkers.

Person at risk (PAR):

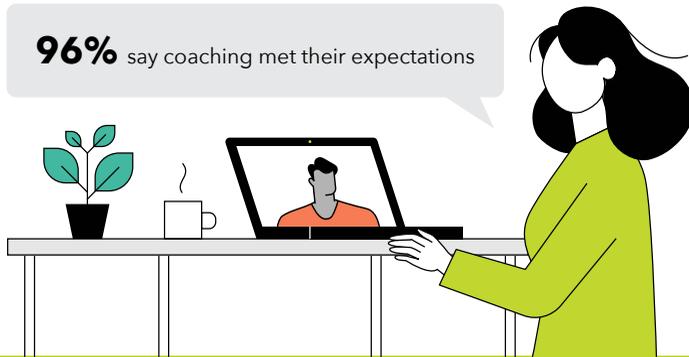
When we work with loved ones, we collect information on the person in their life who's struggling with addiction, who we call a 'person at risk.'

Updates

COVID-19 RESPONSE

Despite all the changes and hardships amidst a pandemic, we maintained operations and provided **2,384 virtual coaching sessions in 2020**. Thankfully, we were able to coach remotely long before COVID-19. We've compared our video coaching outcomes and in-person outcomes and found that remote coaching has been just as effective.

96% say coaching met their expectations



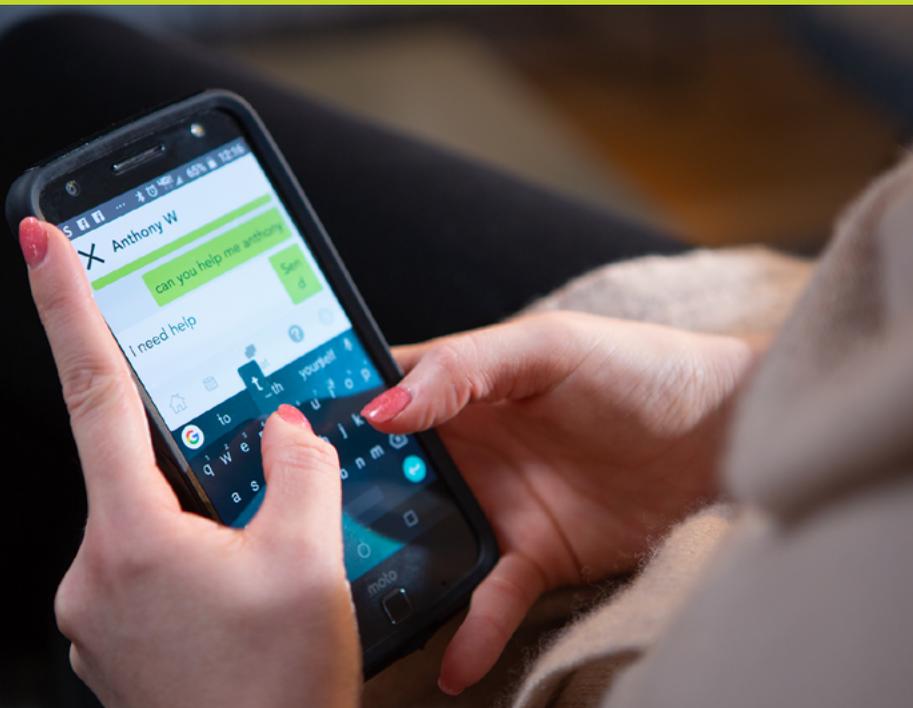
COMMITMENT TO INCLUSION

Addiction's impact is widespread and far-reaching across every population. As such, our members come to us from a variety of stages and walks of life. But for all the differences of those who come in the door, everyone is united by a common desire to address the addiction in their life. For this reason, Face It TOGETHER strives to be a supportive, welcoming community and remain steadfastly open and inclusive. In the last year, we've taken a close look at our data, our reach and our Board of Directors, and we made changes to address some of our shortcomings.

Face It TOGETHER has always been a learning organization; we'll continue to evaluate our strengths and weaknesses when it comes to equity and inclusion. We still have work to do. **We'll continue to face it better, together.**

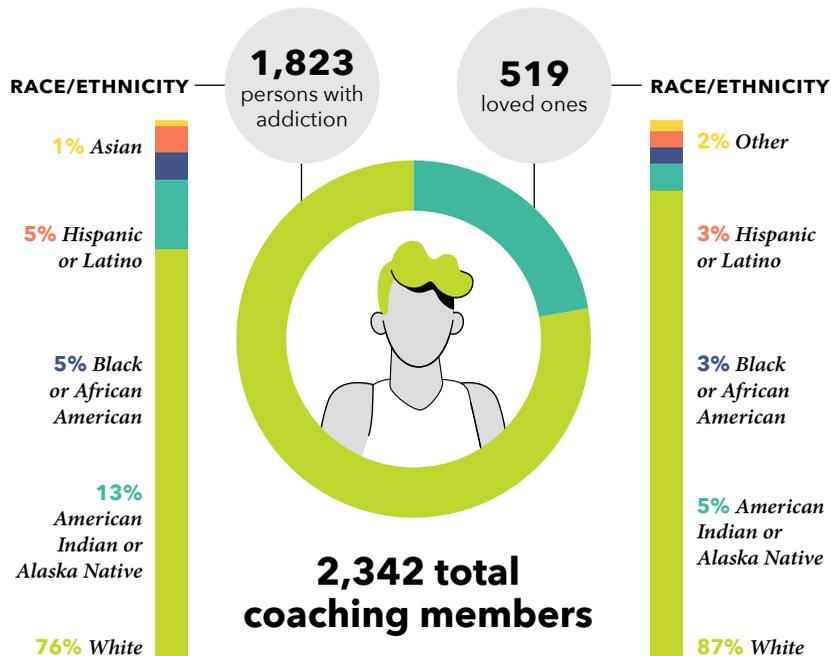
"I was met with open arms and zero judgement. It wasn't about talking to a human who is there just for a job. The team at Face It TOGETHER is there to make you HAPPY. They listen with empathy and they show how much they truly understand you."

—CARLOS G.



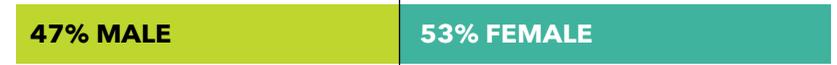
Member demographics & outputs

2016-2020



GENDER

persons with addiction

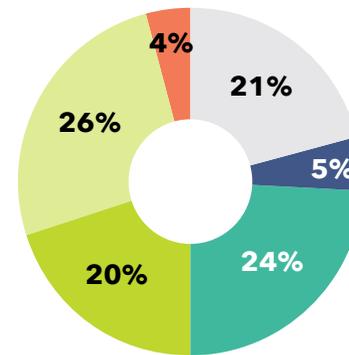


loved ones

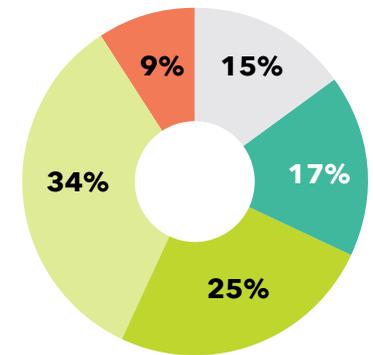


AGE

persons with addiction



loved ones



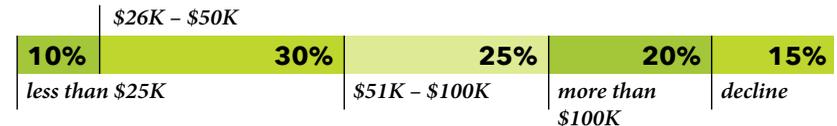
unknown 18-24 25-34 35-44 45-64 64+

INCOME

persons with addiction

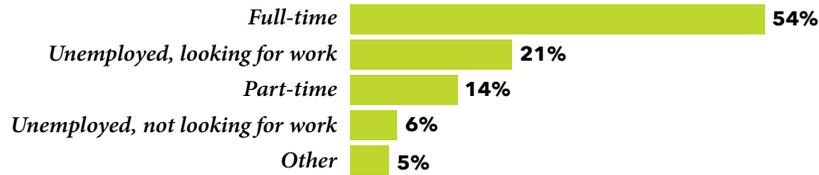


loved ones



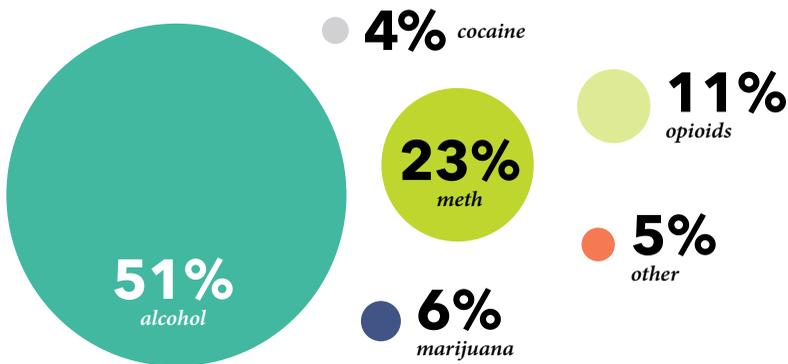
EMPLOYMENT STATUS

persons with addiction

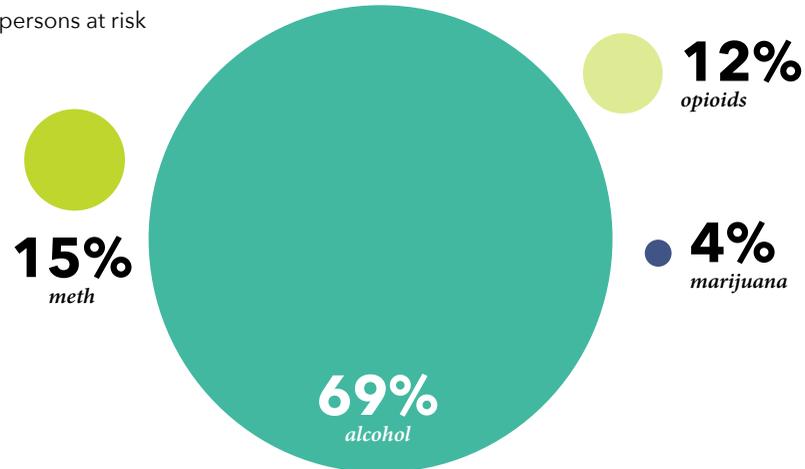


PRIMARY SUBSTANCE

persons with addiction

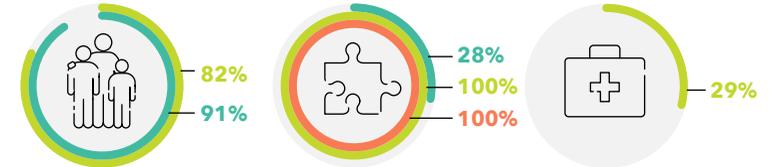


persons at risk



HISTORY

■ persons with addiction
 ■ loved ones
 ■ persons at risk



Have family members with or suspected as having an addiction

Are currently or have previously struggled with substance use

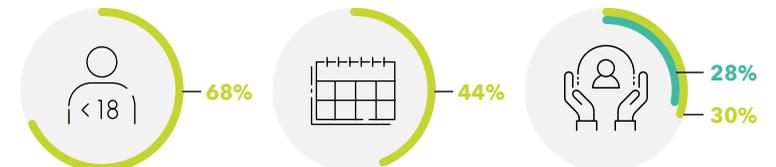
Are currently or have previously participated in medically-assisted treatment



Have previously experienced an overdose

Have previously participated in formal treatment

Have been diagnosed with a substance use disorder



Began using alcohol or other drugs before the age of 18

Struggled with substance use for 10 or more years

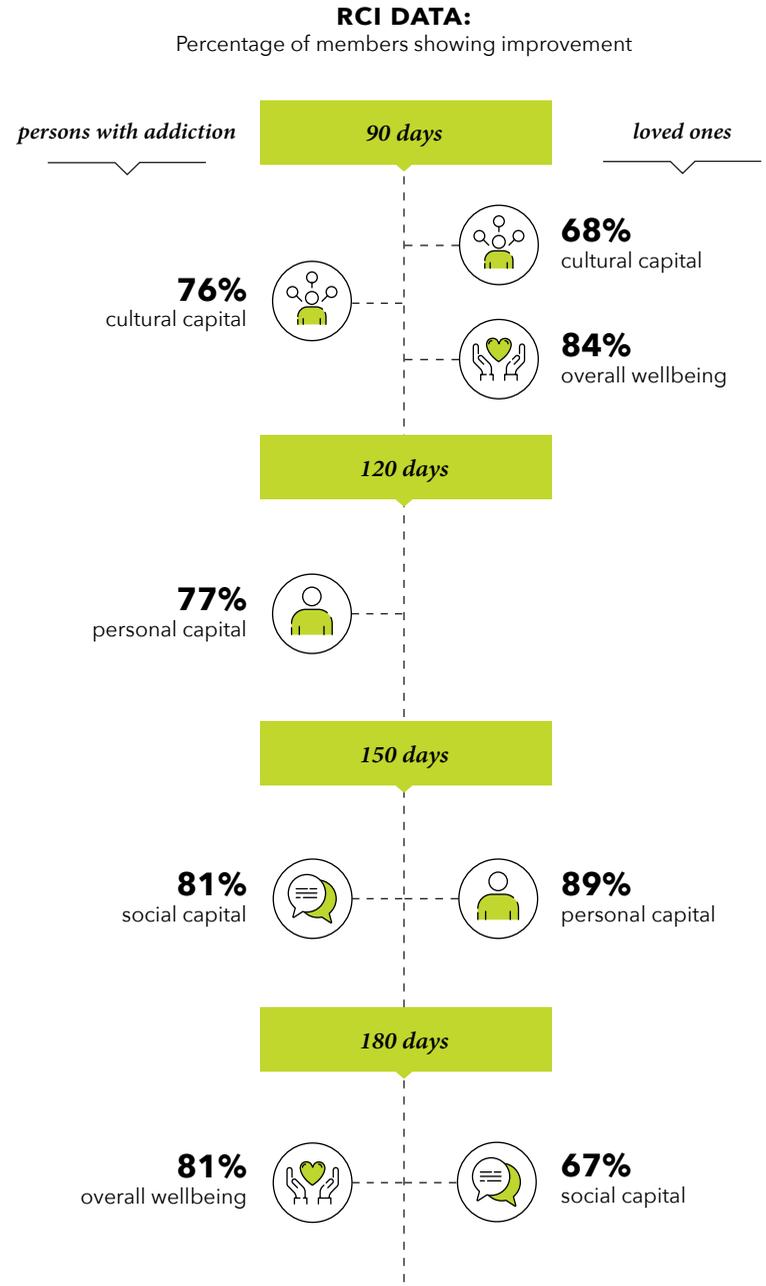
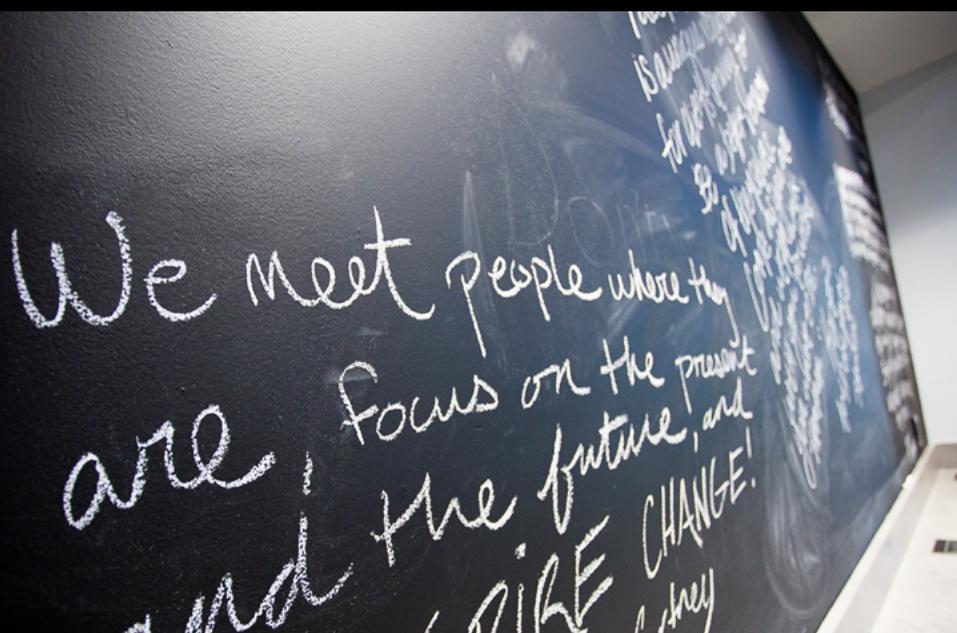
Participate in support groups

The Recovery Capital Index® (RCI) is a multidimensional score, from 1 to 100, measuring an individual's addiction wellness. Highs and lows on the path to addiction wellness are normal. Those impacted by the disease, including loved ones, have many obstacles to overcome. Levels of personal, social and cultural recovery capital fluctuate over time.

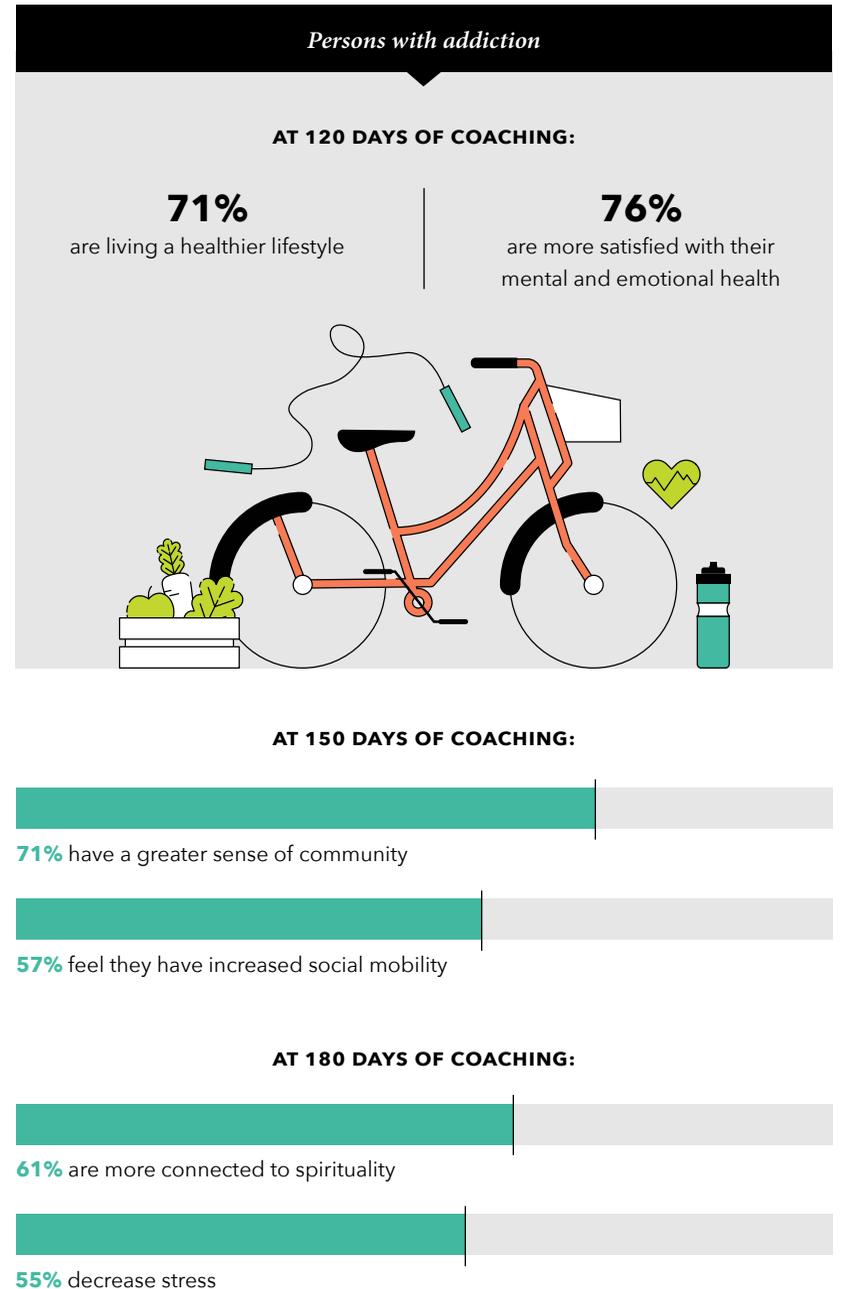
The Risk Assessment (RA) is designed to identify issues that may contribute to the health and wellness of someone with addiction. It is scored from 0 to 52 and includes areas such as relationships, substance use, criminal justice involvement and more. Most members show their highest risk when they first start working with a coach and see decreasing scores during the rest of their engagement.

"I had been struggling with my husband's addiction to alcohol for a few years. He had gotten help from many people and places but I felt no one was ever there for me or my emotions... I started meeting with Amber and we connected right away. She gave me tools to use to help me communicate with my husband but also with everyday life. I understand addiction better and know that it is an uphill battle for all parties involved, but there IS a light at the end of the tunnel."

-KATIE K.

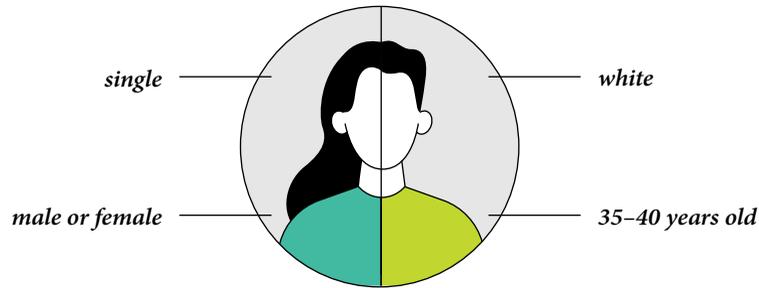


Our experienced coaches help guide members through the challenges they're facing around addiction. Members with addiction don't have to remain sober or follow a one-size-fits-all program in coaching. We also help connect them to other resources they may need, from inpatient treatment to housing support.



AVERAGE MEMBER WITH ADDICTION

DEMOGRAPHICS



FINANCES



LIFESTYLE

- ✓ Household size greater than two
- ✓ Secondary education
- ✗ Has not served in the military
- ✓ Has a primary health care provider
- ✗ Does not volunteer
- ✓ Just as likely to vote as not vote

ADDICTION HISTORY

- Primary substance: alcohol, methamphetamines or opioids
- Has a family history of problematic use
- Struggled for more than six years
- Has attempted to quit before
- Has been to treatment before; one in three participated in medication-assisted treatment
- Current goal: abstinence
- Other diagnoses: anxiety disorder

Baseline symptoms: anxiety, depression, engagement in high-risk behaviors, inability to cease negative behaviors, irrational reactions, isolation and a lack of self-worth

Members with addiction report their greatest struggles with:



GETTING LOVED ONES WELL, TOO

Our coaching for loved ones focuses on positive and supportive approaches.

We help people make sense of their loved one’s addiction and empower them with the tools to better support those they care about – and to get well themselves.

Loved ones

AT 30 DAYS OF COACHING:



67% are more likely to participate in activities that are important to them



83% find that healthy decisions are easier to make

AT 60 DAYS OF COACHING:

83%
are more satisfied with
employment

60%
are more aware
of values

AT 90 DAYS OF COACHING:



52% are more likely to feel strongly about their beliefs



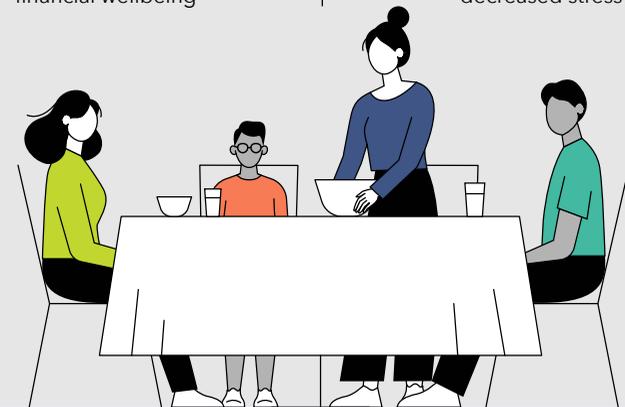
80% say overall health is improved

Loved ones

AT 120 DAYS OF COACHING:

58%
have greater
financial wellbeing

70%
report
decreased stress



AT 150 DAYS OF COACHING:

77%
are more satisfied with their
mental and emotional health

80%
have a greater sense
of community

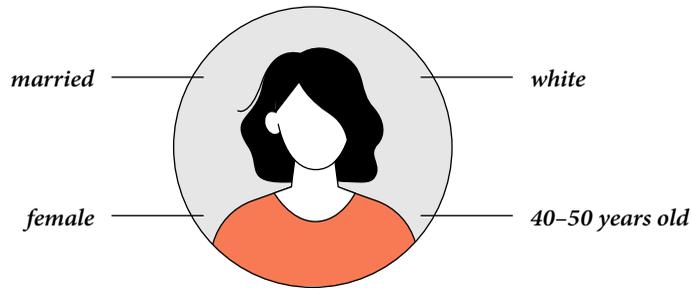
AT 180 DAYS OF COACHING:

70%
are more satisfied
with education

78%
have greater
family support

AVERAGE LOVED ONE MEMBER

DEMOGRAPHICS



Loved one members report their greatest struggles with:



Financial wellbeing



Mental and emotional health



Understanding their values



Relationships with their significant other



Unhealthy enabling



Giving up activities that are important to them



Compromising values

LIFESTYLE

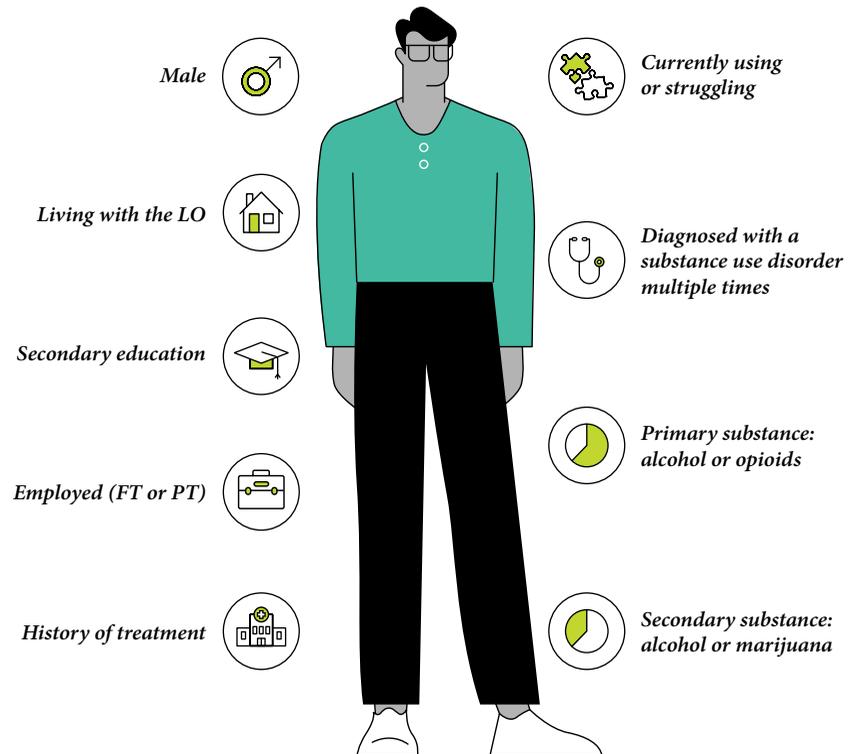
- Household size greater than one
- Post-secondary education
- Has family history of addiction

FINANCES

- Employed (full-time)
- Greater than \$50K income

AVERAGE PERSON AT RISK

Loved one members report:



Philanthropy

2020

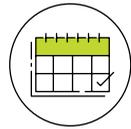
Face It TOGETHER's philanthropy efforts made huge strides in 2020, including the hiring of a Director of Development. Throughout the year, 167 individuals made their first gift to support our members in their wellness.

Every gift makes a difference! The majority of the 232 gifts we received in 2020 were less than \$75, and these gifts all together helped hundreds of members complete more than 3,000 sessions.

We're excited for what 2021 will bring! The return of Solving Addiction on the Green and March into the Light will provide impactful and exciting opportunities for donors, members and friends to get involved in our mission.



\$637,775
dollars raised



\$21,379
year-end campaign

35%
donor retention

167
new donors



232
total individual gifts

\$52
median gift size

DONORS AND CORPORATE SPONSORS

We're beyond grateful for all the support we've received from individuals, corporations and foundations. The financial gifts we receive allow us to provide high quality coaching at no cost to many of our members.



In 2020, more than 80% of all completed coaching sessions were provided at no cost to members.

Corporate sponsors

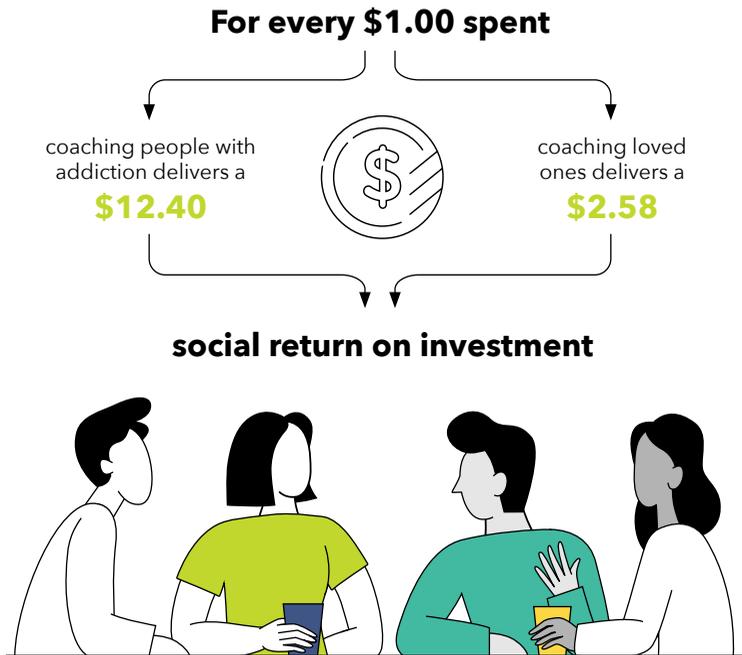
- Dakotaland Manufacturing
- Sammons Financial
- Raven Industries

FIT @ Work partners:

- GE Johnson Construction
- Colorado Springs Utilities
- City of Colorado Springs
- Housing Building Association of Colorado Springs
- Pikes Peak Community College

To see a list of all our generous donors, please visit:
[WeFacelitTogether.org/give/donors](https://www.wefacelittogether.org/give/donors)

A social return on investment



The greatest beneficiaries of our coaching include individuals (loved ones and persons with addiction), government, healthcare, employers and victims of crime.



Understanding social return on investment is just one of the many ways we define and measure our impact overall. Knowing the SROI on every dollar spent on peer coaching keeps us true to our values as an organization. Face It TOGETHER not only improves the wellness of our members, but also brings value to communities.



- KRISTEN GOETTSCH
Senior Evaluation Scientist,
Face It TOGETHER



Program highlights

2020



COLORADO SPRINGS EXPANSION

We've opened an office in Colorado Springs for in-person coaching support. We've also hired two coaches in Colorado Springs to strengthen our physical presence and better meet the needs of the community.



LAUNCHED A NEW FIRST IMPRESSIONS PROCESS

In 2020, Face It TOGETHER deployed a new process for welcoming and enrolling individuals reaching out for help. This enhancement has significantly improved our ability to help new members understand our programming, get enrolled in coaching and complete the necessary baseline assessments. This process has greatly improved our conversion rates and has increased our understanding of the impact we're having on members' lives.



INCREASED FOCUS ON LOVED ONES

Our unique loved one coaching and its positive outcomes for families struggling with addiction have been validated through a qualitative study. This study answered the following research question: What changes do persons with addiction and loved ones report in their relationships after participating in Face It TOGETHER peer coaching?

THE STUDY CENTERS ON THE INTERVIEWS OF SEVEN FORMER COACHING MEMBERS:



Five overarching themes were identified, ranging from the pain and helplessness caused by addiction to the improved communication provided by coaching. The results were published in South Dakota Medicine in 2021.

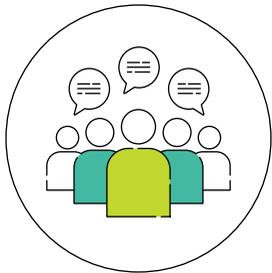
We also developed a focused outcomes-based assessment for loved ones in 2020. This assessment will help us better understand a range of areas related to loved one wellness, including:

- Changes related to their self-care
- Self-change
- Communication with their person at risk
- Use of enabling
- Setting boundaries
- Understanding addiction
- Self awareness
- Compassion fatigue

Looking forward

2020

As an organization, we're continually evaluating opportunities for improvement and using data to enhance the member experience. These are just a few of the areas we've identified as priorities moving forward.



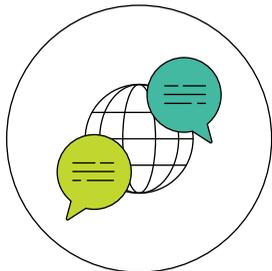
MEMBER ADVISORY COMMITTEE

Our member advisory committee is an important step in our ability to effectively involve members in our decision-making process. It will include 10 to 15 current or past coaching members and meet quarterly to discuss Face It TOGETHER programs, operations or concepts. Committee members will provide input and direction based on their personal experiences with addiction and as Face It TOGETHER coaching participants.



INSURANCE REIMBURSEMENT

By aligning Face It TOGETHER with the national training standards in the peer recovery industry, our coaches will obtain a certification that is recognized across the addiction industry and will allow for insurance reimbursement and revenue diversification.



SPANISH TRANSLATION AND HISPANIC OUTREACH

For the first time in Face It TOGETHER's history, we have a dual-language coach who can translate sessions with native Spanish-speakers. In addition to translating assessments and other important literature, Yvonne has a passion for outreach within Hispanic communities.

Coming from a Hispanic family with a history of addiction, I know firsthand how hard it can be to reach out. You're expected to handle things yourself and not seek support or even talk about family challenges. It's been a rewardable experience to help others and be part of their journey to wellness. Enfrentémoslo juntos.



- YVONNE PINEDA

Face it better, together.

We've been treating addiction differently since 2009.

Connect with our coaches and community at

WEFACEITTOGETHER.ORG.

care@wefaceittogether.org

(855) 539-9375

